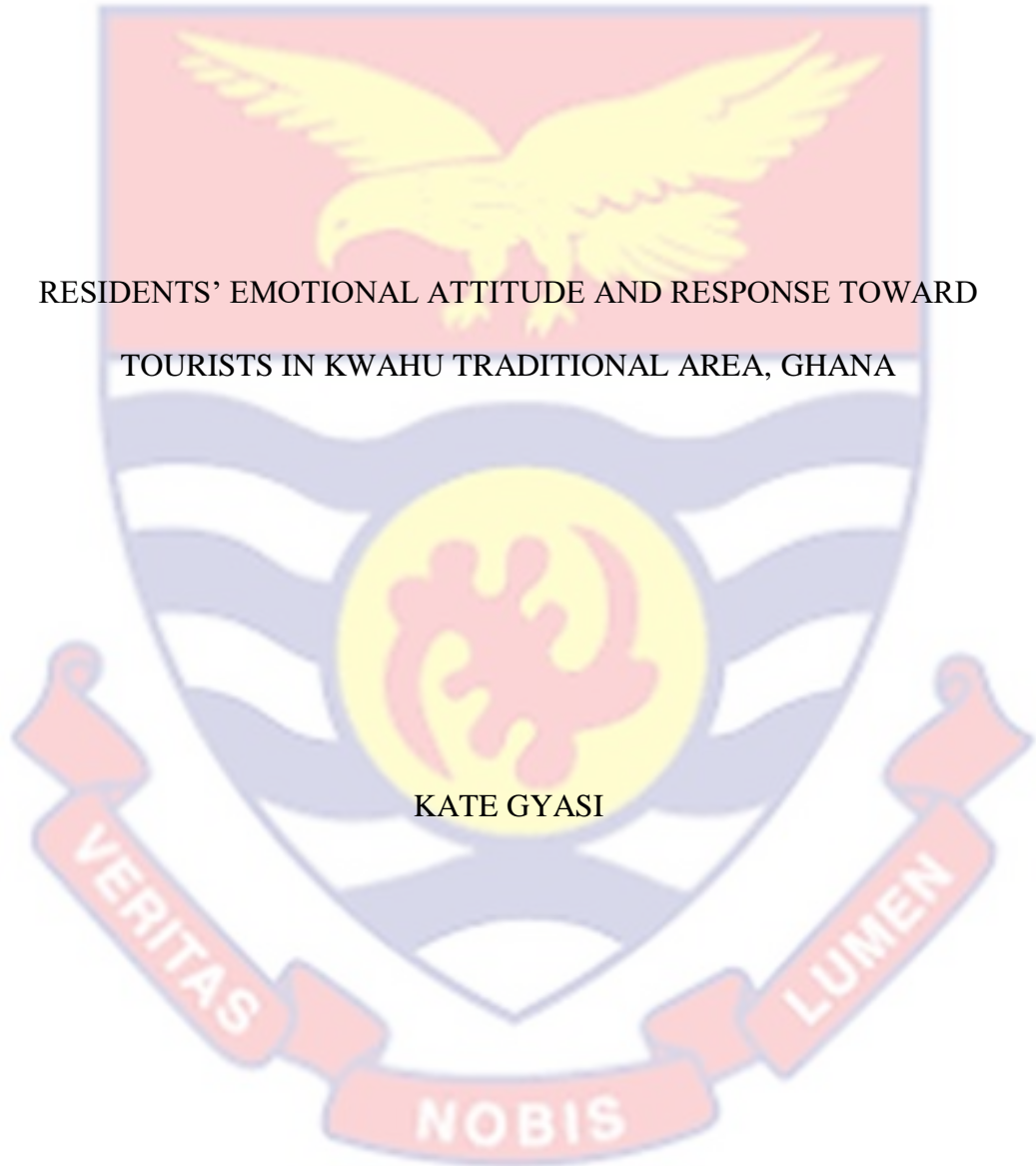


UNIVERSITY OF CAPE COAST

RESIDENTS' EMOTIONAL ATTITUDE AND RESPONSE TOWARD
TOURISTS IN KWAHU TRADITIONAL AREA, GHANA

KATE GYASI



2022

ii

UNIVERSITY OF CAPE COAST

RESIDENTS' EMOTIONAL ATTITUDE AND RESPONSE TOWARD
TOURISTS IN KWAHU TRADITIONAL AREA, GHANA

BY
KATE GYASI

Thesis submitted to the Department of Hospitality and Tourism of the Faculty of Social Sciences, College of Humanities and Legal Studies, University of Cape Coast, in partial Fulfilment of the requirements for the award of Doctor of Philosophy degree in Tourism Management

JANUARY 2022



©Kate Gyasi
University of Cape Coast



DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: Date:

Name:.....

Supervisors' Declaration

We hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Principal Supervisor's Signature: Date:

Name:.....

Co-Supervisor's Signature: Date:

Name:.....

ABSTRACT

Emotion has been found to play an important but invisible role in the relationship between residents and tourists in contemporary tourism literature. However, research has neglected the influence of residents' emotional sentiment towards tourists and how this evokes their response toward tourists and tourism development. Thus, this research sought to assess residents' emotional attitude and response towards tourists. Data was obtained through survey, in-depth interviews and FGDs from residents of Kwahu Traditional Area of Ghana from 670 heads of household and 39 opinion leaders from 27th April to 7th May 2019. Exploratory Factor Analysis, Chi-square Test of Independence and descriptive statistics were employed to analyse the survey data, while NVivo 11, was used to analyse qualitative data into themes. The result indicates that residents' have different perceptions about tourists. The findings also revealed that, residents' emotional state was positive and exhibited a higher level of emotional connectedness with tourists. This reflected in their acceptance response towards the support of tourism industry in KTA. Further analysis revealed that, residents' shared beliefs and behaviour, socio-economic benefits and emotional attachment to tourists are the main determinants of residents' emotional attitude towards tourists. Based on the findings, it was concluded that residents are emotionally connected to tourism and therefore support tourism industry. It was recommended that the District Assemblies and Ghana Tourist Authority should intensify their collaboration with other private sectors to promote more attractive touristic activities in addition to paragliding to entice more

tourists since the residents in the area are emotionally connected to tourists and support tourism industry in Kwahu Traditional Area.

KEY WORDS

Commonality

Emotion

Emotional attitude

Emotional connectedness

Emotional Solidarity

Residents

ACKNOWLEDGEMENTS

I express much gratitude to the Highest God for His incredible interventions in my life. I am grateful to my supervisors; Prof. Issahaku Adam and Professor Kwaku Adutwum Boakye for providing me with constructive comments and suggestions throughout this thesis. I appreciate the assistance of Dr. George Kwame Adu-Frimpong, Dr. Louis Frimpong and Mr. Emmanuel Gamor. I would not have made it without you. To all the lecturers in the Department of Hospitality and Tourism; to Professor Francis Eric Amuquandoh, Dr. Stephen Hiamey, Prof. Eunice Fay Amissah, Dr. Charles Adongo and lecturers in the Departments of Geography and Regional Planning, Population and Health, Sociology and Anthropology: Professor Kumi Kyereme and Dr. Alex Obeng Somuah and Dr. Albert Annang. for their encouragement and advice, thank you.

I also wish to register my profound gratitude and appreciation to all the lecturers in the Departments of Geography Education, University of Education, Winneba for

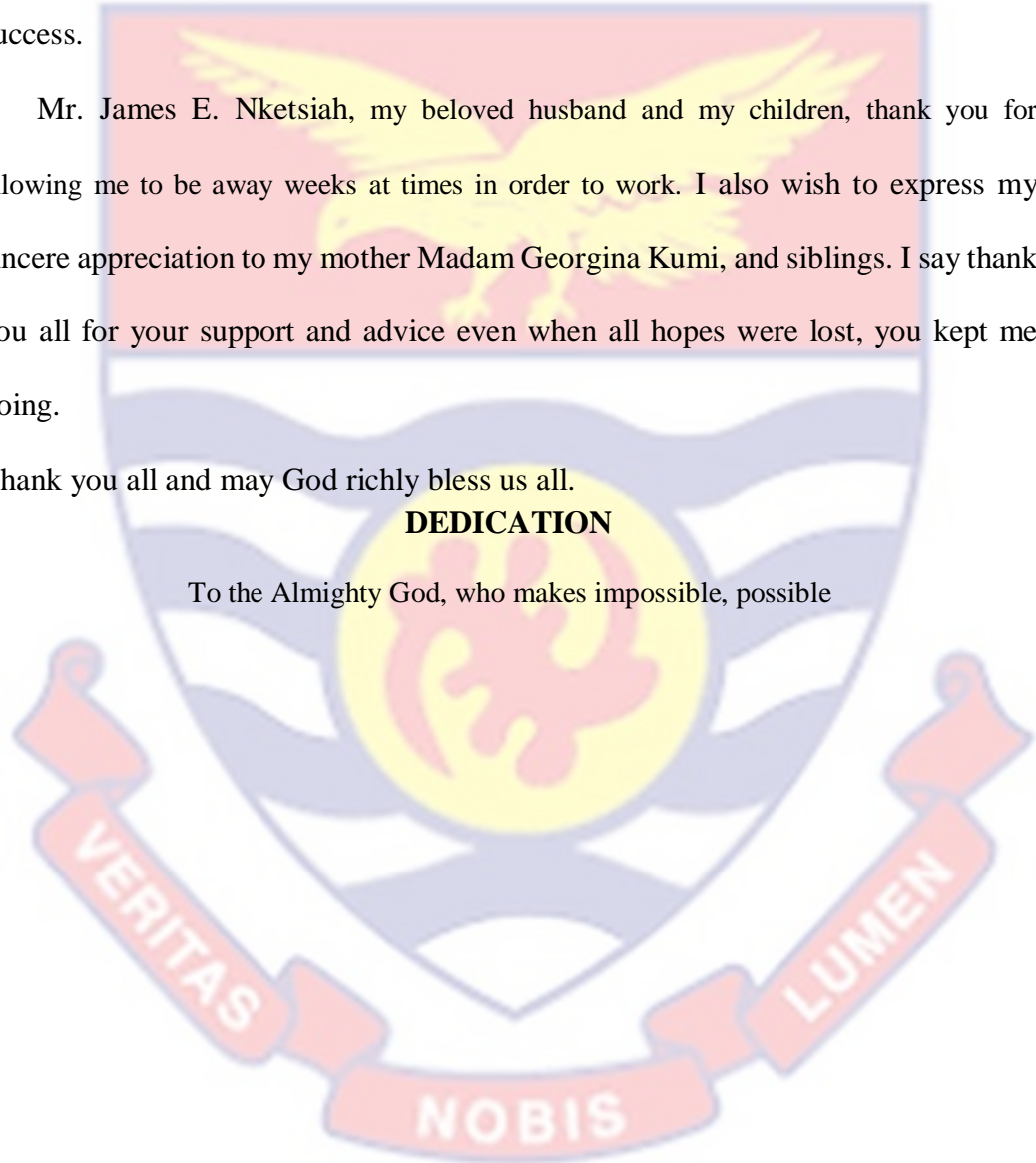
their expert suggestions, encouragement and advice, I say thank you. In addition, I am most grateful to the contributions made by officials of District Assemblies in Kwahu Traditional Council especially Mr Evans Antwi Boasiako in charge of tourism in Kwahu South District without whom the work could not have been a success.

Mr. James E. Nketsiah, my beloved husband and my children, thank you for allowing me to be away weeks at times in order to work. I also wish to express my sincere appreciation to my mother Madam Georgina Kumi, and siblings. I say thank you all for your support and advice even when all hopes were lost, you kept me going.

Thank you all and may God richly bless us all.

DEDICATION

To the Almighty God, who makes impossible, possible



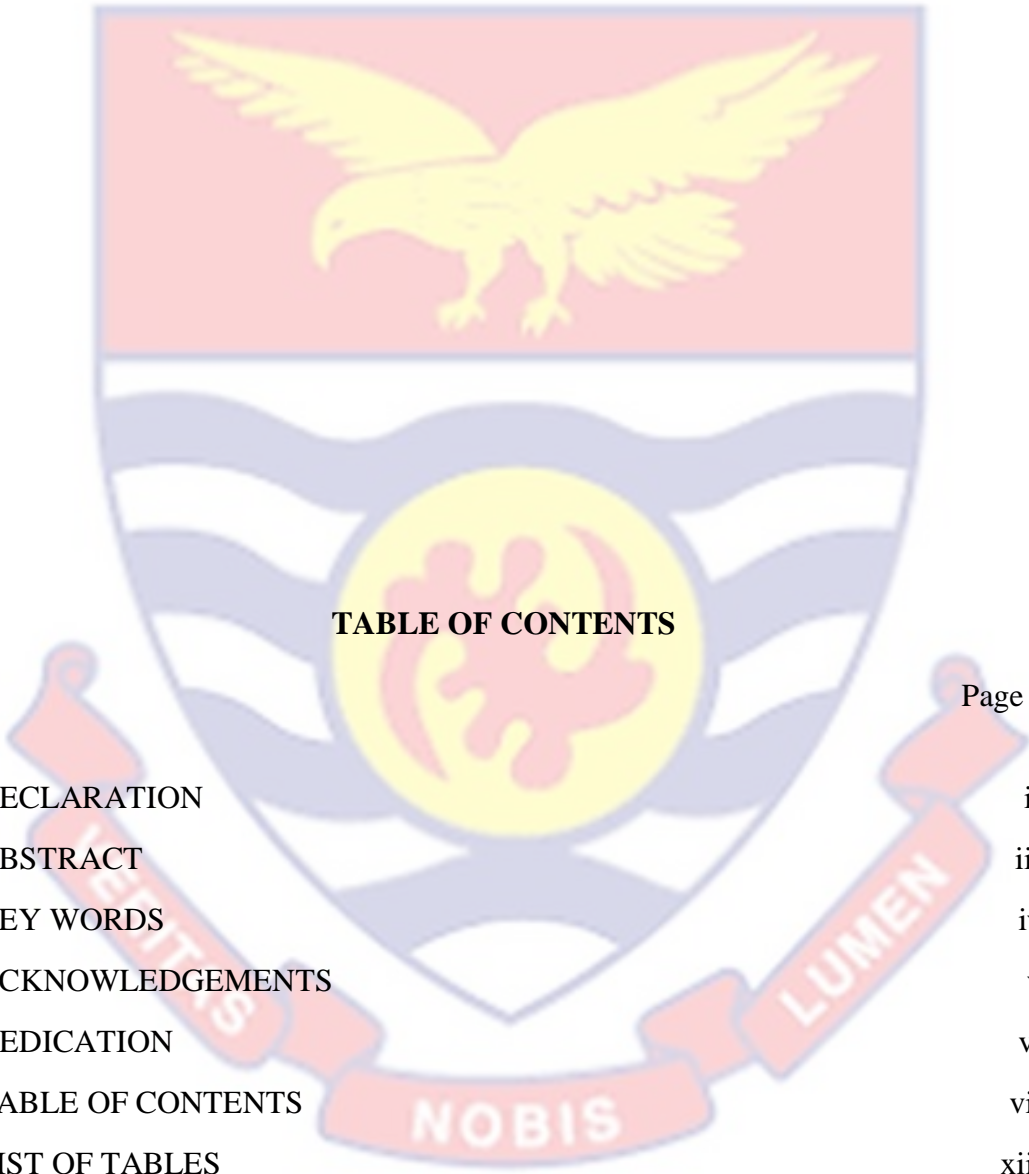


TABLE OF CONTENTS

	Page
DECLARATION	ii
ABSTRACT	iii
KEY WORDS	iv
ACKNOWLEDGEMENTS	v
DEDICATION	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF PLATE	xv
LIST OF ACRONYMS	xvi
CHAPTER ONE:INTRODUCTION	

Background to the Study	1
Statement of the Problem	7
Research Questions	11
Objectives of the Study	11
Hypotheses of the Study	11
Significance of the Study	12
Limitations of the Study	14
Organisation of the Study	15
Chapter Summary	17
CHAPTER TWO:THEORETICAL REVIEW	
Introduction	18
Concept of Emotion	18
Emotional Attitude	21
The Concept of Tourist	22
Residents Emotional State	24
Discrete Emotional State and Expression	28
Emotional Connection	36
Determinants of Residents' Emotional Attitude towards Tourists	38
Emotional Response	41
Emotional Solidarity Theory	44
Cognitive Appraisal Theory scenario (Gao & Peiyi Ding, 2017). As a result, CAT was chosen to explain residents' judgments of emotional experiences in this study.	46
Affect Theory of Social Exchange	49
Symbolic Interactionism Theory	53

Doxey Irritation Model	54
Emotional Solidarity Model	55
Host Attitudinal/Behavioural Responses to Tourist Model	56
The Mehrabian-Russell (M-R) Model	58
Conceptual Framework	59
Commonalities	62
Cognitive Perception	63
Chapter Summary	67
CHAPTER THREE: EMPIRICAL REVIEW ON THE EMOTIONAL ATTITUDE AND BEHAVIOUR	
Residents' Perception of a Tourist	68
Emotional State	69
Emotional Expressions	71
Emotional Connection	76
Determinants of Residents' Emotional Attitude	78
Residents' Behavioural Response	80
Chapter Summary	84
CHAPTER FOUR: METHODOLOGY	
Introduction	85
Study Area	85
Research Philosophy	93
Research Design	95
Data and Sources	96
Target Population	97

Sample Size	98
Sample Size for Qualitative Data	99
Sampling Procedure	100
Method of Data Collection	103
Study Instruments	105
Training of Field Assistants	112
Pre-testing of Research Instruments	113
Fieldwork	114
Ratio of responses	115
Response Rate	115
Fieldwork Obstacles	116
Ethical Considerations	117
Chapter Summary	118
CHAPTER FIVE: RESIDENTS' PERCEPTIONS OF A TOURISTS	
Introduction	119
Socio-Demographic Characteristics of Discussants	119
Perceptions of a Tourist by Locals	121
Differences between Domestic and International Tourists	127
Chapter Summary	130
CHAPTER SIX: RESIDENTS' EMOTIONAL STATES TOWARD TOURISTS	
Introduction	132
Socio-Demographic Profile of Survey Respondents	132
The Socio Demographic Characteristics of the Qualitative Respondents (IDI)	
General Profile of Participants	137

Residents' Emotional States toward Tourists	139
Positive Emotional State (Experience) by Socio-Demographic Characteristics	144
Happiness by Socio-Demographic Characteristics	150
Surprise by Socio-Demographic Characteristics	154
Negative Emotional States towards Tourists by Socio-Demographic Characteristics	159
Chapter Summary	170
CHAPTER SEVEN: LEVEL OF RESIDENTS' EMOTIONAL CONNECTEDNESS WITH TOURISTS	
Introduction	172
Welcome Nature	173
Emotional Closeness	174
Sympathetic Understanding	175
The Overall Level of Residents' Emotional Connectedness	177
Residents' Emotional Connectedness by Socio-Demographic Characteristics	178
Chapter Summary	184
CHAPTER EIGHT: DETERMINANTS OF RESIDENTS' EMOTIONAL ATTITUDE TOWARDS TOURISTS	
Introduction	186
Factors as Predictors of Residents' Emotional Attitude towards Tourists	186
Dimensions of Emotional Attitude	196
Chapter Summary	204
CHAPTER NINE: RESIDENTS' BEHAVIOURAL RESPONSE IN SUPPORT OF TOURISM	

Introduction	205
Residents' Perceived Impact of Tourism	205
Residents' Perception of Economic Benefits	205
Socio-Cultural Benefits of Tourism	208
Negative Effects or Cost of Tourism to Kwahu Traditional Area	213
Residents' Attitudes Towards Tourism Support	219
Chapter Summary	225
CHAPTER TEN: SUMMARY, CONCLUSION AND RECOMMENDATION	
Introduction	227
Summary of Research Process	227
Main Findings	229
Conclusions	230
Recommendations	233
Contributions to Knowledge	238
REFERENCES	242
APPENDIX A: RESIDENTS' UNDERSTANDING OF TOURISTS	293
APPENDIX B: RESIDENTS' EMOTIONAL STATE	297
APPENDIX C: LEVEL OF RESIDENTS' EMOTIONAL CONNECTEDNESS WITH TOURISTS	299
APPENDIX D: DETERMINANTS (FACTORS) OF RESIDENTS' EMOTIONAL ATTITUDE	302
APPENDIX E: RESIDENTS' EMOTIONAL RESPONSE IN SUPPORT OF TOURISM INDUSTRY IN KWAHU	309

LIST OF TABLES

Table	Page
1 Sample Size for the Selected Communities in Kwahu Traditional Council	101
2 Profile of Discussants (FGD)	119
3 Socio-demographic Characteristics of Survey Respondents	133
4 Profile of Discussants (IDI)	138
5 Residents' Emotional States towards Tourists	140
6 Positive Emotional State towards Tourists by Socio Demographic Characteristics	145
7 Happiness Emotional Experiences by Socio-demographic Characteristics	152
8 Surprise Emotional Experiences by Socio-Demographic Characteristics	156
9 Negative Emotional States towards Tourists by Socio-Demographic Characteristics	168
10 Residents' Emotional Connectedness with Tourists	173
11 Extent of Agreement on Factors Influencing Residents' Emotional Attitude towards Tourists	187
12 Factors Loading of the Determinants of Residents' Emotional Attitude towards Tourists	201

LIST OF FIGURES

Figure	Page
1 Determinants of Residents' Emotional Attitude towards Tourists	41
2 The Process of Emotion Generation	46
3 Emotional Solidarity Model	56
4 Host Attitudinal/Behavioural Responses to Tourist Model	57
5 Conceptual Framework	61
6 Map of Kwahu Traditional Area (Kwahu South, Kwahu East and Kwahu West)	86
7 Distribution of Residents' Emotional Connectedness to Tourists by the Three-factor Structure of ESS	176
8 Level of Residents' Emotional Connectedness with Tourists	177
9 Scree Plot of Eigenvalues after Factor 200	
10 Residents' Emotional Attitudes and Response toward the Support of Tourism Development 241	

Plate	Page
1 Expression of Some Basic Emotions	29
2 Paragliding Site at Odweanoma	90
3 Easter Festival Celebration Mood at Obomen	90
4 Remseyer Memorial Presby Church, Abetifi	93
5 Highest Habitable Point in Abetifi 1080ft. a.s.l.	93
6 Tourists at Highest Habitable Point (2080ft.) in Ghana-Ramseyer Memorial Presby Church Premises, Abetifi	123
7 Shabby Dressing by Some Local Tourists, Assumed to have Come From Accra	128
8 Paragliding Activity during KEF	193

9	Some Tourists from USA to KEF	194
10	One of the Adverts of the Tourist Site at Kwahu	210
11	Some Artists Performing at the KEF Celebration	212
12	Indecent Dressing Associated KEF	216
13	Vehicular Traffic Congestion from Atibie to Mpraeso	217



LIST OF ACRONYMS

ATSE	Affect Theory of Social Exchange
CAT	Cognitive Appraisal Theory
DES	Destination Emotion Scale
EASI	Emotion-As-Social-Information
ESS	Emotional Solidarity Scale
GTA	Ghana Tourist Authority
KED	Kwahu East District
KWMA	Kwahu West Municipal Assembly
KSD	Kawhu South District
KTA	Kwahu Traditional Council
M-R	Mehrabian- Russell
PAD	Pleasure-Arousal-Dominance

SET	Social Exchange Theory
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
WTTC	World Tourism and Travel Council



CHAPTER ONE

INTRODUCTION

Background to the Study

Tourism is one of the major contributors to economic development in many parts of the world (World Tourism and Travel Council [WTTC], 2019). Tourism is the fastest-growing business in the world, accounting for 10.4% of GDP and employing over 319 million people (10%). (WTTC, 2019). It has become a major pillar of the economy of several countries, including the United Kingdom, the Seychelles, and Cape Verde (WTTC, 2018), and a considerable section of the world's population is increasingly reliant on it. Countries must work hard to preserve its long-term viability (WTC, 2018). Africa is one of the world's most rapidly expanding tourism regions (WTTC, 2018). In 2019, Africa's tourism industry contributed US\$168.5 billion in revenue and 24.3 million jobs, or 6.7 percent of total employment (WTTC, 2019). (WTTC, 2018). Tourism has boosted the economies of countries such as Ethiopia, Algeria, Egypt, South Africa, Kenya, Morocco, Tunisia, and Zimbabwe (World Bank, 2013). Natural, historical, and manmade surroundings combine to form Africa's tourism attractions (Aseidu, 2010).

Since 1982, tourism in Ghana has grown significantly, and the country is currently the third most popular tourist destination in West Africa, behind Senegal and Gambia (WTTC, 2019). In addition, tourism has emerged as one of Ghana's most important socio-economic sectors, ranking fourth in terms of foreign exchange earnings behind gold, cocoa, and oil (Ghana Tourist Authority [GTA], 2017). Ghana's tourist industry generated 5.5 percent of the country's gross domestic product in 2018. (United Nation World Tourism Organisation

[UNWTO], 2018). Ghana has an enormous and diverse tourism resource base (Asiedu, 2010). One of the most vital sectors for the promotion and development of Ghana's tourist business is the host community (Asiedu, 2009). Residents and tourists in the community in the destination location are in regular and direct interaction. According to studies, a destination's long-term viability is determined by residents' perceptions of tourists, the quality of interactions between residents and tourists, and their active support of the sector (Butler, 1980; Doxey 1975; Gursoy & Rutherford, 2004). Tourist–host (tourist-resident) contacts take place in three different situations, according to De Kadt (1979). These occur when tourists purchase goods from locals, when tourists and locals come face to face to communicate information and ideas, such as on a beach or at a monument, and finally, when tourists and locals meet in person to exchange information and ideas. As a result, the interaction between citizens and tourists is crucial to the tourism industry's long-term success (Sharpley, 2014). To establish a sustainable tourism development in host communities, Sheldon and Abenoja (2001) stressed the importance of including host communities into the tourist planning and management process. Tourism development revolves around the residents (Easterling, 2004; Sharpley, 2014). As a result, it is difficult to promote tourism in a sustainable manner without the participation and good will of the local population. Residents' attitudes toward tourists during interactions, according to Mathieson (2006), are critical for the development of community tourism. The residents' attitudes will influence whether or not tourist development can be adopted and succeed. Local inhabitants' attitudes toward visitors, according to empirical data (Var, Beck, & Loftus, 1977), add to a destination's appeal and influence tourists' decisions (Hoffman & Low, 1981).

Residents' attitudes and behavior, according to Mathieson (2006), might be positive or negative, active or passive, and positive or negative. Residents' attitudes toward visitors, on the other hand, according to Armenski et al. (2011), reduce the length of stay, reduce the amount of money spent in the town, reduce repeat visits, and create unfavorable word-of-mouth. Emotion is a strong feeling produced by a reference, such as a person, an object, or an event, that causes specific responses (Cohen & Areni, 1991). Emotion has been discussed in the tourism literature (Aho, 2001), and it has an impact on how locals interact with tourists in various tourism episodes (Buda, d'Hautesserre, & Johnston, 2014). Residents' emotions have a significant impact on support or passive object behaviors, according to recent studies (Ouyang et al., 2017). It has a significant impact on the satisfaction, judgment, and behavioral responses of residents (Mehrabian & Russell, 1974).

In recent tourism literature, residents' emotional attitudes have been discovered to play a significant yet unseen role between residents and tourists (Huang & Dai, 2010; Gerben & Fischer, 2016). Many experts in the tourism discourse have recommended and endorsed the use of emotional variables in residents' views toward tourists (e.g., Woosnam, 2009; Fanjul, & Moital, 2016; Ritchie, & Benckendor, 2019). There are three ways to think about emotions (Dillard & Meijnders, 2002; Li, Walters, Packer, & Scott, 2017). The Dimensional model, the Discrete (basic) emotions model, and the Bipolar and Unipolar models. This research examines emotion in terms of bipolar, unipolar, and discrete emotions. Residents' emotional states are measured using the six basic emotions known as discrete emotions, and the scale for assessing residents' emotional states is based on bipolar and unipolar notions.

The discrete/basic method uses six basic emotions (joy, sadness, anger, fear, disgust, and surprise) to characterize human emotions (Li, Scott, & Walters, 2015). Because these emotions are present from birth and have significant adaptive importance, they are termed basic (Izard, 1992; Stein & Oatley, 1992). Basic emotions, according to proponents of this viewpoint, are distinct experiencing states that result from very definite sets of perceptions that are linked to certain behavioural tendencies activated by the emotion (Weiner, 1986; Lazarus, 1991). Feelings of rage, for example, are often followed by rejection or other attempts to avoid, but feelings of happiness are frequently followed by attempts to accept or like (Lazarus, 1991). Residents' attitudes toward tourists are influenced by their comprehension of tourists, according to Maruyama et al. (2019). According to him, the meaning that locals associate with tourists is a good indicator of their emotional feelings and attitudes about tourists in general. According to Woosnam (2012), residents' emotional states can accurately predict their views toward tourists. There are two primary elements to this emotional state: positive and negative (Hansen et al., 2005). Positive emotions like pleasure, happiness, and love are integrating, which means they often encourage group-bonding behaviors (Woosnam, 2012). Anger, sadness, worry, and fear are all distinguishing emotions. Residents' emotional states are influenced by their perceptions of the positive and bad implications (economic, socio-cultural, and environmental) of tourism in their communities, according to Woosnam (2017). Individuals who see benefits from tourist development are more inclined to regard it favorably and actively encourage and support its growth. Those who do not benefit are more prone to view it adversely (unfavorably) and actively oppose its growth (Mehrabian &

Russell, 1974; Andereck, 2005). Different cognitive assessments of a scenario, place, or person can elicit varied emotions, according to the Cognitive Appraisal Theory (CAT) (Lazarus, 1991). The cognitive appraisal hypothesis describes how people' subjective assessments and judgments influence cognitive and emotional outcomes. Residents' perspectives of tourism development have been found in previous studies (Andereck, 2005; Gursoy & Kendall, 2006; Lee & Min, 2016) based on the trade-off between the costs and advantages of tourism. The cost-benefit analysis, on the other hand, misses individual variances in how inhabitants evaluate identical tourism impacts. It is vital to systematically investigate the antecedents and implications of residents' emotional responses toward tourists and tourism growth beyond the cost-benefit model, taking into account individual differences in desirability (e.g., psychological needs and expectations, interest).

The Affect Theory of Social Exchange (ATSE) was developed in reaction to the social exchange tradition's omission of emotional and affective processes (Damasio, 1999; Turner, 2000). It asserts that exchange produces emotions, and that emotions are internal reactions that can lead to reward or punishment. Positive emotions (e.g., happiness, love) may be evoked when people' expectations for tourist growth are realized, whereas negative emotions (e.g., concern, rage) may be aroused as a result of perceived unfairness or a lack of coping capacity. Individuals' assessments of feelings for and dispositions toward tourists are related to residents' emotional attitudes (Woosnam, 2012). This suggests that emotional attitudes are shaped not just by actual perceptions and beliefs, but also by strongly held values and even personality traits (Kotler,

Bowen, & Makens, 2010). Residents' levels of shared ideas, shared behavior, and interaction with visitors all impact residents' emotional attitudes or feelings of identification, which influence their attitudes toward tourists and support for tourism growth, according to Woosnam (2012). Furthermore, Andriotis and Vaughan (2003) divided the factors that influence inhabitants' emotional attitudes toward tourists into three categories: socio demographic features, intrinsic, and extrinsic factors. Residents' socio-demographic characteristics, such as gender, age, and education (Woosnam et al., 2009), place of residence in terms of distance from the community's tourist area (Belisle & Hoy, 1980), level or type of interaction with tourists (Cohen, 1984; Marsh & Henshall 1987), economic dependence on tourism (Allen, Persia, & Hafer, 1990), and mutual exchange of socio-economic benefits (Morly et Furthermore, as long as tourism is a significant source of economic development for the region, inhabitants are supportive of the business, such as greater employment options, more investment, increased tax revenues, increased personal income, and higher living standards (Gursoy et al., 2002; Andereck et al., 2005). When someone makes an assessment, they react with an appropriate emotional response, which may involve an external emotional expression. Emotional expression is defined in psychology as verbal and nonverbal behavior that communicates an internal emotional state (Dorset, 2007). For example, a happy expression (such as a smile) indicates a favorable response, whereas an angry expression indicates an unfavorable response. According to Mehrabian and Russell (1974), positive replies encourage people to approach others, whereas negative responses encourage people to avoid them. Avoidance behavior, he claims, indicates a collection of opposing approach behaviors such as dislike, hostility, and

detachment. Residents, according to Woosnam (2017), would exhibit behavior that either supports or opposes tourism, depending on their views (cognitive) and emotional feelings (affective).

Walentowska (2011) discovered that emotional responses are dependent on the individual, situation, culture, and prior experiences, and that no current emotional responses are constant and particular to one emotion or another. People's ability to express, perceive, and experience emotions is influenced by their culture (Ekman & Cordaro, 2011). As a result, the purpose of this research is to determine how residents feel about tourists and how they react to them. The foundation of this research is multidisciplinary, with sociology, psychology, biology, and tourism all being investigated. The Emotional Solidarity Model is the conceptual underpinning of this research (Woosnam et al., 2010).

Statement of the Problem

In the last decade, research on emotion has begun to expand to other areas of psychology, sociology, philosophy and tourism, and the emphasis on intergroup relations has been complemented with a renewed focus on the role of emotions within social interactions (Durkheim, 2009; Heerdink, Van Kleef, Homan, & Fischer, 2013). Emotion is an important concept in tourism research, when studying destinations tourism experience (Kim & Fesenmaier, 2015; Moyle, Bec, & Scott, 2017).

The affective component of relationships of residents has not been examined within the tourism field and is missing from the tourism literature (Woosnam, 2008). Such examination leads to a new way of providing a comprehensive understanding of the dynamic relationship between residents and tourists.

Emotional attitude such as joy, happiness, sadness and anger can provide a wealth of information not just to those who experience them (Frijda, 1986; Chwarz & Clore, 1983) but also to those who observe their expressions (Van Kleef, 2009). These emotional sentiments of residents could influence residents' perception and judgment about tourists (Forgas, 1991). However, despite the significance of these emotions in tourism and hospitality industry, there is paucity of research in this area (Woosnam, 2009).

To begin with, most of the research on the relationship between residents and tourists were on the impacts of tourism on the life of the residents and their attitude towards tourism development from a cognitive processing perspective (i.e., thoughts) and not necessarily from an affective perspective (Gursoy & Rutherford, 2004; Woosnam, 2009 and Amuquandoh, 2010). Only a few (Wearing & Wearing, 200; Harrill & Potts, 2003; Woosnam et al., 2012) looked at the intricate feeling of residents' attitude towards tourists.

Even with the few research studies on emotional experiences, most of them were geared towards the emotional experiences of tourists before planning, during and after their trip (Walters & Sparks, 2012) and the role of emotions in consumer information processing and decision-making (e.g., Donovan & Rossiter, 1982; Sweeney & Wyber, 2002; Lee, & Babin, 2008). Although these studies have made considerable contributions to improve our understanding of how emotions are evoked and influence consumer behaviour (Colgate & Lang, 2001), not much work has been done on different types of emotional sentiment that are salient among residents in host regions, characterizing their emotional state, how residents are emotionally connected to tourists and how these emotions evoke their behavioural response (Woosnam,

2009; Lee & Kyle, 2012).

In addition to the above gaps, research on residents' attitudes has largely focused on determining the best predictor of attitudes. As Harrill (2004) claims, these predictors have been grouped into three main domains: economic dependency, spatial factors, and socioeconomic factors. Most of the existing literature also looked at the factors affecting residents' attitude solely on financial transactions (Aramberri, 2001; McGehee & Andereck, 2004; Wang, 2008), neglecting the commonalities between the residents and the tourists, which could potentially contribute to residents' emotional attitude (Woosnam, 2009). According to Woosnam et al. (2012), residents' degree of shared beliefs and shared behaviour with tourists significantly predict their level of emotional connections.

Furthermore, the literature reviews a vast number of studies investigating residents' responses toward tourism development since 1960s.

The interpersonal consequences of residents' emotions toward the support of tourism remain largely unexplored (Zheng et al., 2019). Most studies assume that residents are isolated and respond rationally by evaluating their perceptions of tourism impacts only without considering their affective components in their judgement. Hence, based on recommendations of Lawler (2001), Affect Theory of Social Exchange (ATSE) is used to assess residents' emotional responses towards the support of tourism industry.

In relation to the above gaps, the study responds to Harrill and Potts' (2003) studies of emotional experiences of tourists in Canada, which suggested that future research could explore residents' emotional sentiment towards tourists in developing countries. Again, as one of the limitations that the study of Zheng et al. (2019) addressed, future research could explore other factors such as socio-

demographic factor that generate a more comprehensive understanding of residents' emotional responses. Based on an extensive literature review rooted in disciplines, this study identifies the dimensions of residents' emotional attitude and response towards tourists.

Huawen et al. (2017) recommended that before residents are asked what they think and feel about tourists, it is necessary to know the meanings residents ascribe to a tourist. Previous research often uses academic definitions of tourists or takes the term for granted, rather than integrating the lay concepts adopted by the residents (Berno, 1999 & Amuquandoh, 2010). Thus, the question then stands: how do residents perceive a tourist? What is the residents' emotional state towards tourists? What factors influence local residents' emotional attitude? And what are residents' behavioural response towards tourists and tourism industry in general? There is a knowledge gap in the literature that needs to be filled to facilitate a holistic understanding of residents and tourists relationship.

Therefore, this study sought to assess the emotional sentiments of residents' attitude and behaviour toward tourists in Kwahu Traditional Area (KTA) of Ghana where tourism is growing because of the popular Kwahu Easter Festival and Ghana's Paragliding activities. The increase in tourists' arrival in KTA since 2005 (GTA, 2019), has also come with some benefits and other social menace like Acculturation (Adu-Ampong, 2019). This implies that though residents perceive socio-economic benefits from tourism, exchange is typically unbalanced and there is tendency for conflict (Imbeah, 20016). Hence, the study identifies residents' emotional sentiments toward tourists during their interactions. Such relationships can be examined from either the perspective of

a resident or a tourist or both (Woosnam et al., 2009) but the study focused exclusively from the residents' perspective in this study.

Research Questions

1. How do residents perceive tourist in KTA?
2. What is the emotional state of residents towards tourists?
3. What is the level of residents' emotional connectedness towards tourists?
4. What are the determinants of residents' emotional attitude towards tourists?
5. What is the residents' behavioural response towards the support of tourism industry?

Objectives of the Study

The main objective of this study is to assess residents' emotional attitude and response toward tourists in Kwahu Traditional Area of Ghana. The specific objectives of the study were to:

1. explore residents' perception of a tourists;
2. identify residents' emotional states toward tourists;
3. examine the level of residents' emotional connectedness with tourists;
4. assess the determinants of residents' emotional attitude towards tourists in Kwahu Traditional Area; and
5. explore residents' behavioural response in support of tourism industry in the Kwahu Traditional Area.

Hypotheses of the Study

Based on the objectives, theories and the conceptual framework of the study, the following hypotheses were formulated to guide the study:

H1: There is no significant relationship between residents' socio-demographic characteristics and their positive emotional state;

H2: There is no significant relationship between residents' socio-demographic characteristics and their negative emotional state;

H3: There is no significant relationship between residents' socio-demographic characteristics and the level of residents' emotional connectedness.

Significance of the Study

This research contributes to the realm of tourism in both theoretical and practical ways. This study, from a theoretical standpoint, responds to a recent appeal for tourism researchers to investigate citizens' emotional reactions to tourists in impoverished nations (e.g., Harrill & Potts, 2003; Woosnam, 2009; Chen & Phou, 2013; Zheng et al., 2019). First, this study attempted to comprehend residents' emotional attitudes in relation to the level of connectivity between residents and tourists, residents' emotional states, how residents perceive tourists, and their behavioural responses to tourists in the Kwahu Traditional Area who may have overlapping interests. Second, research has proven that resident emotions have a significant impact on resident behavior (e.g., Ouyang et al., 2017). However, little research has been done on the inhabitants' emotional reactions to tourists. This is most likely related to people's historical perceptions of tourists as a "we versus them" dichotomy with nothing in common (Krippendorf, 1999; Nash, 1998). As a result, this research will aid decision-makers and tourism stakeholders in comprehending the ambivalent

nature of citizens' relationships with tourists, their emotional attitudes about tourists, and how these affect their behavioural responses to tourists and the tourism sector.

Furthermore, there is limited research on how to use similarities (residents' shared beliefs and behaviors with tourists) to predict inhabitants' attitudes and behaviors in the destination tourism discourse. The majority of the work focuses on other aspects such as spatial elements, socio demographic features, and the socioeconomic impact of tourism, ignoring the commonalities that exist between inhabitants and tourists that could potentially influence residents' emotional attitudes (Woosnam, 2009). Citizens' emotional attitudes toward tourists and tourism in general are significant in the overall view of inhabitants' attitude toward tourism growth, as are the commonalities residents and tourists have outside of financial interactions. Residents' shared beliefs, behaviors, and levels of interaction provide an in-depth understanding of their attitudes toward tourists.

This research is also useful. First, the degree to which residents feel emotionally connected to tourists plays a role in both increasing satisfaction and residents' perceptions of tourism's effects. Kwahu Traditional Council (KTA), District Assemblies (KWMA, KED, and KSD), and other tourism planners can develop policies to promote residents' involvement rather than avoidance in order to accommodate resident needs within the community by knowing the level of emotional connectedness that residents have with tourists and the significant factors that influence this emotional connectedness. This will have a long-term impact on the Kwahu Traditional Area's tourism sector. Again, the study may help the KTA, District Assemblies, and the GTA address the immoralities

involved with the Kwahu Easter Festival (KEF), as locals, particularly the traditional council, are disgruntled and the area's reputation is tarnished (Imbeah et al., 2016).

Limitations of the Study

The difficulty of cross-sectional research (such as this one) to predict inhabitants' emotional attitudes toward tourists is one of the study's limitations. Furthermore, because retrospective experiences are vulnerable to amnesia, the validity of the findings of this study may not always be assured; because forgetfulness is unavoidable in human existence, residents' recollection may not always be accurate.

Despite the fact that emotion has gained unprecedented attention in current tourist literature (Aho, 2001), the majority of it comes from the developed world, with only a few from poor countries. This made getting literature about difficulties in developing countries like Ghana challenging. The study did not consider the sampling frame, so only household heads were considered as respondents for the survey portion of the study, which may prevent extrapolation of the results because any residents over the age of 18 who have lived in the area for more than 5 years could have gained enough experience to provide responses to the research questionnaire.

Terms and Definitions

Residents are indigenes who have lived in Nkawkaw, Abetifi, Mpraeso, or Obomen for more than five years and are at least 18 years old.

Emotion is defined as a series of intense feelings that are linked to a certain individual and cause specific responses. It is defined as a physiological and

cognitive condition with a positive or negative evaluative component (Clore & Parrott, 1994).

Emotional attitude is the degree of pleasure or unhappiness felt by inhabitants that leads to the desired outcome of their behavior. Residents' emotional moods (good or negative) and the extent of emotional connectedness with tourists are defined by attitude.

Emotional connectedness is defined as a sort of attachment between residents and visitors marked by perceived closeness, degree of contact, and affiliation with those in the group (Hammarstrom, 2005; Woosnam, 2010).

Emotional Solidarity is a person's sense of identification with another person, which helps to strengthen ties between them. Such relationships are defined by their perceived emotional intimacy and degree of contact between people, according to its definition (Hammarstrom, 2005).

Emotional Response is the result of the interaction between cognitive processes, which are influenced by a variety of factors such as previous experiences, personality traits, and emotional states.

Commonality refers to the similarities that residents and tourists share, such as comparable ideas and behavior.

Shared behaviour refers to typical practices among individuals that are recognized as realities (Woosnam, 2009).

Shared Beliefs refers to persons' shared ideas or opinions that are recognized as truths (Woosnam, 2009).

Organisation of the Study

The research is divided into ten chapters. Each one delves into and discusses a distinct part of the investigation into Kwahu Traditional Area

residents' emotional attitudes and behaviors toward tourists. The first chapter establishes the study's tone by describing the study's history, research topic, aims, research questions, hypotheses, and importance.

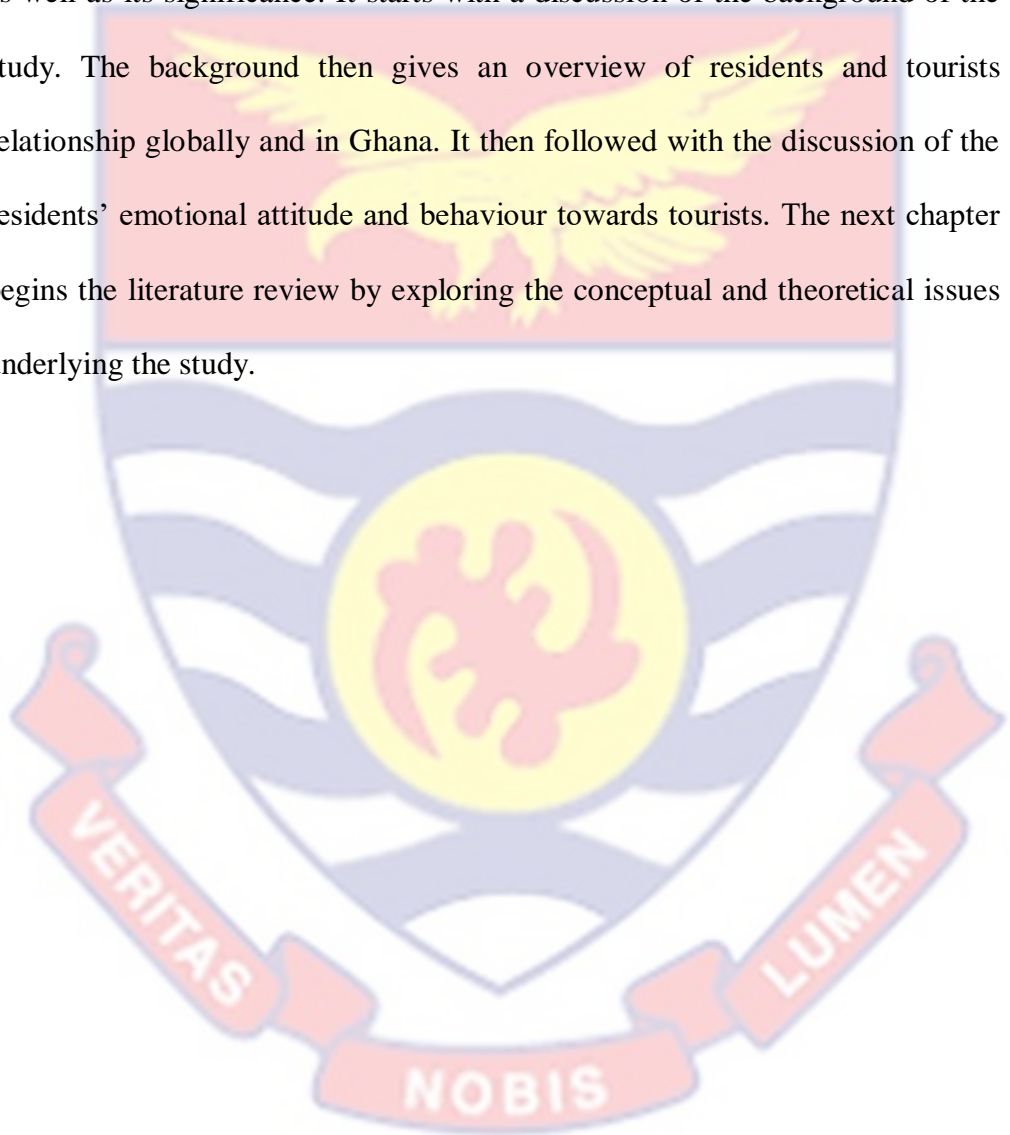
The literature review, which is the second chapter, is a thorough analysis of past research related to this subject, including concepts, theories, models, and conceptual framework. It looks at the idea of emotions, emotional attitude and behavior, discrete emotion emotional expression, residents' behavioural response, emotional solidarity theory, cognitive appraisal theory, affect theory of social interaction, emotional solidarity model, and the Mehrabian-Russell (M-R) model. The conceptual framework was taken from the Emotional Solidarity Model and the Mehrabian-Russell (M-R) model.

The study's third chapter focused on an empirical evaluation of inhabitants' emotional attitudes and behaviors, particularly toward tourists. Inhabitants' impressions of visitors, emotional states of residents, amount of residents' emotional connectedness with tourists, factors affecting residents' emotional attitude, and residents' behavioural response toward tourists were all explored in this chapter. The study's methodology was discussed in Chapter Four, which covered the following topics: description of the study area, study philosophy, research design, target population, data sources, sample size, sampling procedure, research tools, and data analysis procedures. The study's fifth chapter focused on the findings and discussion of respondents' sociodemographic variables for both survey and qualitative respondents. It also includes the findings and debate of residents' perceptions of tourists, or the meanings that tourists have for them. This is in line with the study's first goal. Chapters six, seven, eight and nine present the result and discussion for both the

survey qualitative respondents in the light of study objectives. The final chapter (chapter ten) presents the summary of research process, the conclusion of the various findings under each objective and recommendations.

Chapter Summary

This chapter proclaims the research problem, details the objectives of the study as well as its significance. It starts with a discussion of the background of the study. The background then gives an overview of residents and tourists relationship globally and in Ghana. It then followed with the discussion of the residents' emotional attitude and behaviour towards tourists. The next chapter begins the literature review by exploring the conceptual and theoretical issues underlying the study.



CHAPTER TWO

THEORETICAL REVIEW

Introduction

This chapter provides an overview of the literature on inhabitants' emotional attitudes about visitors and their behavioral responses to them. There are two sections to this review. The first portion delves into the viewpoints, concepts, and challenges surrounding tourists' emotional attitudes and responses. The second section looks at theories and models that have been proposed to explain locals' emotional reactions to tourists. The advantages and disadvantages of such theories are debated. In addition, the study's conceptual framework is discussed in this part.

Concept of Emotion

Countless definitions of emotion have been proposed, demonstrating how difficult it is to come up with one that is acceptable to everyone who is interested in the phenomenon. Conceptualizations of emotion in terms of action readiness (Frijda & Mesquita, 1994) and forms of involvement with the (social) world are perhaps most pertinent to the current study (Parkinson, Fischer, & Manstead, 2005). Rather of limiting the study to a single conceptualization, the researcher finds it useful to go over the basic elements of emotion that are widely agreed upon in the literature.

Emotions occur as a result of an individual's conscious or unconscious evaluation (appraisal) of some experience as positively or adversely relevant to a particular concern or aim, according to most theories of emotion (Frijda, 1986; Lazarus, 1991). Emotions have been described in the literature as typically separate subjective experiences (Scherer & Tannenbaum, 1986), physiological reactions (Levenson, Ekman, & Friesen, 1990), and expressions (Levenson, Ekman, & Friesen, 1990). (Ekman, 1993). Emotions, according to some views,

are physiologically basic and consistent throughout people and civilizations (Sato & Yoshikawa, 2004). Because they perceive emotion on a biological level, these are generally referred to as fundamental emotion or distinct emotion (happiness, surprise, fear, rage, sadness, and guilt).

Emotions are accompanied with a sense of action or readiness (Frijda, 1986), in the sense that they prepare the body and mind for behavioural reactions targeted at dealing with the conditions that triggered the emotion. Emotions are also distinguished by discrete subjective experiences (Scherer & Tannenbaum, 1986), physiological reactions (Levenson, Ekman, & Friesen, 1990), and manifestations (Levenson, Ekman, & Friesen, 1990). (Ekman, 1993). Although there are debates over an explicit definition of emotion, most scholars agree that emotions are made up of three parts: subjective experience, expressive component, and physiological arousal, according to Kleinginna and Kleinginna (1981).

There are several traditions in the study of psychology that have differing perspectives on how to define and explain emotions (Adams & Markus, 2001; & Hamedani, 2007). The majority of current emotion research is based on one of three primary theoretical traditions: evolutionary, bodilyfeedback, or cognitive (Smith, 2001). The evolutionary viewpoint can be traced back to Charles Darwin's theory of evolution. Emotions, according to Darwin, serve to assist "organisms in dealing with key survival difficulties posed by the environment" (Smith, 2001). The emotional experience is the focus of the Bodily Feedback Perspective (Desmet, 2002). Desmet (2002) said that the experience of an emotion is caused by a 'bodily change,' and that this change is the emotion. Right now, the Cognitive Perspective is a popular stance.

According to the cognitive approach, in order to comprehend emotions, one must first comprehend how people make decisions about events in their environment, because emotions are formed by decisions about the world (Arnold, 1960).

Emotion is described by Niedenthal and Brauer (2012) as an evaluation or assessment of specific stimuli that are relevant or irrelevant to an individual's or group's objective and are marked by powerful sensations connected with distinct reaction behaviors (Hosany & Prayag, 2013). Clore and Parrott (1994) describe emotion as an affective state characterized by powerful feelings linked with a specific individual that elicit certain responses. The following parameters are appropriate for the study since they encompass residents' emotional states (good or negative) as well as their emotional behavior (emotional expressions). As a result, emotion is defined as a good or negative evaluative state with physiological and cognitive components in this study (Kemper, 1978; Izard, 1991; Clore & Parrott, 1994). Happiness, surprise, fear, rage, sadness, and guilt are examples of emotions. People's attitudes and behaviors are heavily influenced by emotion (Marcus & MacKuen, 1993). The terms emotion and affect or mood are sometimes used interchangeably. These phrases, however, have different meanings. Emotions, on the other hand, are thought to have a finite lifetime (Russell & Barrett, 1999), although moods might last for a long time. Furthermore, emotions are often linked to specific stimuli (Lazarus, 1991), whereas moods might exist without a clear reference point (Frijda, 1986).

Emotional Attitude

Emotion can be the driving force behind our thoughts and actions. The term "attitude" was coined by Kotler et al. (2010) to represent a person's

relatively consistent evaluations, feelings, and dispositions toward an item or an idea. An attitude is a positive or negative reaction to a person, place, thing, or event (the attitude object). The impact of feelings and emotions on our thoughts and beliefs gives rise to attitude (Marcus & MacKuen, 1993). This study uses Eagly and Chaiken's (1993) definition of attitude, which states that attitude is a psychological tendency that is conveyed by appraising a particular thing with varying degrees of like and hate.

In terms of attitude composition, Krech and Crutchfield (1984) define attitude as an enduring organization of motivational, emotional, perceptual, and cognitive processes in relation to aspects of our environment, whereas Plog (1987) defines attitude as an intellectual, emotional, and behavioural response to events, things, and people. The tri-component of attitude model, according to Kotler et al. (2010), combines individual thinking (cognitive), feelings (affection), and actions (behavioural) to generate individual attitude. Considering the preceding definitions, it appears that attitude is made up of three parts: affective, cognitive, and behavioral. This research focuses on the affective (emotional) attitude, or the level of pleasure or displeasure (affective/feeling) that leads to the desired behavior outcome. As a result, emotional attitude is defined in the context of this study as residents' emotional sentiment, residents' level of emotional connections, and residents' emotional moods with visitors.

The Concept of Tourist

There is no universal agreement on what constitutes a tourist; however, a broad definition of a tourist should be usable in both domestic and international contexts and should be congruent with the standard international definition (Leiper, 1979). Tourist activity can be included in a definition by defining it as

any activity that involves staying away from one's customary place of residence for at least one night. The overnight stay requirement distinguishes day trippers from tourists (Leiper, 1979). Another aspect of the tourist definition is that they are net users of economic resources in the region they are visiting (Leiper, 1979). Tourists do not go for the sole intention of generating money from the region they are visiting. This distinguishes them from commercial travelers and seasonal employees. Another feature that distinguishes tourists is that they participate in tours (Leiper, 1979). Their journeys are circuits that circle back to their starting sites. Tourists leave their homes for short periods of time, which distinguishes them from expatriates and immigrants who settle in a new region and become domiciled. Leiper (1979:390) defined a tourist as a person who takes a discretionary temporary tour that includes at least one overnight stay away from their typical place of residence, with the exception of excursions taken only for the aim of receiving remuneration from point en route.

The World Tourism Organization (WTO) convened an International Conference on Travel and Tourism Statistics in Ottawa, Canada in 1991 to evaluate and expand on the work of previous international organizations. The Conference made some key recommendations on tourist definitions, and countries have since been urged to use them. A good example is that provided by Shaw and Williams (1994: 68) “*people on temporary trips away from home who also spend money derived from their home area and not from the place being visited*”. Examine the various important concepts that make up the UNWTO's official definition of a tourist. The migration outside of one's typical environment, duration, and goal are all important aspects of the definition of a tourist. As a result, the United Nations World Tourism Organization (UNWTO,

2017) defines a tourist as someone who goes outside their typical surroundings for a reason other than being remunerated from inside the destination for a length of time, usually an overnight stay. According to the United Nations World Tourism Organization, a tourist's trip can be divided into two categories: personal or business. Sport, sightseeing, cultural vacations, and wellness treatments are examples of personal goals (United Nations Statistical Division, 2010). The second objective, a business trip, is defined as any journey taken for business or professional purposes that is not compensated by the host country. The goal of the journey has evolved to encompass recreation, medical treatment, religious, family, sports, conferences, studies, and transit to another country, according to Smith (1989).

The distinctions between visitors, tourists, and travelers were misunderstood. A visitor is a person who travels to a principal destination outside of his or her typical surroundings for a period of less than a year for any reason other than to work for a resident entity in the country or area visited. "A visitor (domestic, inbound or outbound) is classed as a tourist if his or her trip includes an overnight stay," according to the UNWTO definition (UNWTO, 2014, p. 12). An excursionist is a visitor who comes on the same day (UNWTO, 2014). This study considers how visitors are perceived in a destination, as well as the meaning that visitors have for locals.

Residents Emotional State

The biochemical, behavioral, and conscious states that characterize emotion are referred to as emotional state (Chaplin, 1985). Emotional state refers to a set of emotions that arise as a result of a certain activity or during social interactions. Emotion, as a psychological state, has two valences: positive and

negative. Pleasant feelings are associated with positive emotions, while unpleasant experiences are associated with negative emotions (Hansen et al., 2005).

According to Russell's (1998) development scale, good and negative emotional effects cause people to express themselves in pleasant and unpleasant ways (Feldman, Barrett & Russell, 1998). Externally, this state can be identified by sentiments or visual reactions to another individual (e.g., happy, sad). For emotional responses, Mehrabian's scale provides a bipolar framework. Several taxonomies have been proposed to characterize various emotional states in reaction to the physical environment.

Furthermore, earlier research has indicated that bipolar and unipolar scales be used to assess emotional state. The bipolar model includes emotions for both pleasurable and painful states, as well as indifference for neither pleasant nor unpleasant states. These scales have been used to determine how locals react to tourists (Holbrook & Westwood, 1989). According to Westbrook and Oliver (1991), the unipolar perspective appears to be better appropriate for analyzing residents' experiences. The unipolar approach is better appropriate for describing residents' feelings because it can tell whether they are happy or unhappy (Jang & Namkung, 2009).

Residents' emotional experiences (joy, love, and positive surprise), according to Faullant, Matzler, and Mooradian (2011), influence their overall image perception and attitude. Residents' satisfaction and willingness to tolerate tourists are influenced by their perceptions of tourists as a whole. Instead of a pleasure and arousal scheme, Yalch and Spangenberg (2000) dealt with

emotional reactions using a separate positive and negative emotion scheme (Yalch & Spangenberg, 2000).

As a result, this study uses six basic emotions to assess inhabitants' emotional states (happy, anger, sad, fear, guilt and surprise). The contextual meanings of the six basic emotions are listed below. Surprise (amazed, stunned and astonished), anger (annoyed, frustrated, irritated, aggravated), sad (unfulfilled, unhappy, unsatisfied, discontented), guilt (ashamed, regret), fear (anxiety, worried, tense, unpleasant), and apprehensive. The strongest emotions are happiness and sadness, which are stronger than fear, rage, positive surprise, and guilt (Richins, 1997). The basic emotions were chosen since they have been studied the most in previous studies (Ekman, 2003). Guilt, anger, fear and sadness are classified as negative emotions, and happiness and positive are classified as a positive emotion (Lazarus, 1991).

Happiness and positive surprise are classified as positive emotional states, while sadness, fear, anger, positive surprise, and guilt are classified as negative emotional states in this study. Researchers used two alternative frames to analyze people's emotional experiences, which helped them comprehend their overall experiences and their impact on their behavioural intentions. Positive emotions such as satisfaction, happiness, or love, according to Russell (1998) and Woosnam (2012), are integrating, that is, they typically motivate behaviors that bind groups together, whereas negative emotions such as anger, resentment, or fear are differentiating and lead to disintegration. The emotional response of the residents is determined by their emotional expressions.

Expressions of Emotion

Emotional expressions are those in persons who use observable verbal and nonverbal behaviors to communicate an interior emotional state, according to psychology (Dorset, 2007). Emotional expressions have a number of features. It conveys information about the expresser's emotional states (Kamachi et al., 2001), social intents (Fridlund, 1994), and orientation toward other people (Kamachi et al., 2001). (Knutson, 1996; Hess, Blairy, & Kleck, 2000). Emotional expression can attract attention and provide information about one's health (Hareli & Hess, 2012; Clark & Monin, 2014).

With or without self-awareness, emotional manifestations can occur (Schmidt, & Scherer, 2000). Individuals most likely have conscious control over their emotional expressions, but they do not need to be aware of their emotional condition to display emotion (Scherer, 1992). Facial expressions such as smiling or scowling, as well as behaviors such as sobbing, laughing, being angry, sad, joyful, or thankful, are examples of emotional expression (Marshal, 2005).

According to this viewpoint, a person's emotional manifestations are adequate to determine his or her interior emotional condition. If someone is smiling, they are joyful, and if they are sobbing, they are sad. Each emotion has a distinct pattern of expressions that only occurs during that feeling and not during others. Transferris is extremely sensitive to emotional expressions on the face. It transmits information about the expresser's emotional states, social intentions, and orientation toward other persons (Kamachi et al., 2001).

(Kamachi et al., 2001). Hess, Blairy, & Kleck, 2000; Knutson, 1996).

Emotional expressiveness can draw attention and reveal health facts (Hareli & Hess, 2012; Clark & Monin, 2014).

Emotional manifestations may arise with or without self-awareness (Schmidt, & Scherer, 2000). Individuals are likely to have conscious control over their emotional expressions, but they are not required to be aware of their emotional state in order to show emotion (Scherer, 1992). Emotional expression includes behaviors like sobbing, laughing, being furious, sad, joyful, or thankful, as well as facial expressions like smiling or scowling (Marshall, 2005).

This viewpoint holds that a person's emotional manifestations are sufficient indicators of his or her internal emotional state. When someone smiles, they are happy, and when they sob, they are sad. They give critical nonverbal cues to others. Emotions are caused by mental states that are truly distinctive in both form and function, according to appraisal models of emotion. Models of appraisal presume that a cognitive antecedent influences which emotion is elicited (Kotler et al., 2010). These assessments, which essentially explain the situation's background, give rise to emotional reactions (Scherer & Grandjean, 2008). When a person makes an appraisal, for example, he or she reacts with an appropriate emotional response, which might be expressed verbally or nonverbally. The law of situational meaning, created by one appraisal model, asserts that particular types of situations elicit certain sorts of emotions.

Personal dissatisfaction or loss, for example, might cause unhappiness. Personal loss would be the assessment in this scenario, and one would exhibit unhappiness via both verbal and nonverbal emotions. The research is focused on the fundamental or distinct emotions (happiness, surprise, fear, anger, sadness and guilt).

Discrete Emotional State and Expression

Emotions are accompanied by a sense of action readiness, in which the body and mind prepare for behavioural reactions aimed at dealing with the conditions that triggered the emotion (Frijda, 1986). The basic emotions are studied because they are present from birth and are consistent across persons and countries (Sato & Yoshikawa, 2004). Moreover, distinctive emotions have such diverse assessment patterns (Smith et al., 1993) that they give observers with a lot of information (Hareli & Hess, 2010). Although the informational value of discrete emotions changes depending on the situation, the underlying informational value of discrete emotions is universal (Van Kleef, 2009). Happiness, sorrow, anger, fear, disgust, and surprise are the six fundamental emotions used in the basic method to characterize human emotions (Li, Scott, & Walters, 2015). According to Robinson (2009), each emotional state is associated with a specific pattern of expression (Ekman, 1994).

Our facial expressions are said to be universal and linked to our subjective feelings, and they are critical for communicating how we feel, what we intend to do, and who we are (Ekman, 1993; Keltner, 1995; Mauss et al., 2005). Facial expressions are often unintentional and spontaneous. As a result, they differ from spoken emotional communication, which is usually purposeful and intentional (Audun Hetland et al., 2016). Anger is marked by a fixed gaze, constricted eyebrows, compressed lips, quick gestures, and a loud voice, for example (Desmet, 2004).

In this view, a person's emotional manifestations are sufficient to determine his or her interior emotional condition. When someone smiles, they are pleased, and when they cry, they are sad. Each emotion has a distinct pattern

of expressions that only appears during that feeling and not during others. Emotional emotions on the face are extremely essential stimuli for communicating important nonverbal signals to others. As a result, the most direct predictors of emotional attitudes are emotional expressions (Van Kleef & Van den Berg, 2011).



2

Plate 1: Expression of Some Basic Emotions

Happiness

Happiness has gotten a lot of attention in the tourism industry in recent decades (Bosnjak, Brown, Lee, Yu, & Sirgy, 2016). Happiness is sometimes

referred to as the affective component of subjective well-being (Diener et al., 1999). Happiness is linked to positive outcomes such as achieving one's objectives (Izard, 1977; Lazarus, 1991). Happiness, according to some scholars (e.g., Hills & Argyle, 2001; Bimonte & Faralla, 2012), is a multidimensional construct. This construct can be measured using subjective (asking people about their feelings of happiness) or objective (psychological and neurobiological) indices, as described by Bimonte & Faralla (2012). "Subjective approaches have been found to be among the more appropriate tools for measuring happiness, by carrying out comparisons between countries or groups, and for understanding the drivers of happiness," Bimonte and Faralla (2012) say. In the tourism industry, subjective measurements of life satisfaction are frequently used to assess happiness (Mitas et al., 2017; Lyu, Mao, & Hu, 2018).

Individual happiness is influenced by both endogenous and extrinsic influences, according to happiness research (Bimonte & Farralha, 2012). Exogenous elements such as the level of tourism development and attractions in the destination location influence a person's state of happiness, while endogenous factors such as a person's psychological condition and sociodemographic characteristics influence a person's state of happiness.

Walentowska (2011) discovered that emotions are built based on the individual, situation, culture, and previous experiences, and that there are no pre-programmed emotional responses that are constant and distinctive to one emotion or another. He proposed that jobs and information from the environment influence people's emotional expression in everyday life. People's emotional expressions are influenced by their occupational level and familial values, according to Cutting and Dunn (1999). Smiling, extending assistance,

accepting people, handing out complementary cards, exchanging presents with tourists, and creating social relationships are all frequent methods for individuals to display their delight (Croes & Lee, 2016).

Surprise

People are surprised when they are exposed to unexpected stimuli (Noordewier & Breugelmans, 2013; Noordewier, Topolinski, & Van Dijk, 2016). The interruption of ongoing thoughts and actions, a sense of astonishment, and the focus of attention on the surprising stimulus to make sense of it are all characteristics of surprise (Horstmann, 2006). Other affective states emerge once people make meaning of the unexpected stimuli, depending on the nature of the unexpected experience (Ekman, 2003; Noordewier & Breugelmans, 2013). Then, for example, people are ecstatic when they receive a positive surprise or dissatisfied when they receive a bad surprise (Noordewier et al., 2016). That is, surprise has been described as a pleasant state (Valenzuela, Strebel, & Mellers, 2010), while others have said it feels awful (Miceli & Castelfranchi, 2015; Noordewier et al., 2016), or has no valence (Reisenzein, Horstmann, & Schützwohl, 2017). Surprisingly, surprise is generally described as a neutrally valence feeling that arises from unexpected events (Meyer, Reisenzein, & Schützwohl, 1997). Positive and negative surprises, on the other hand, can be divided into two categories (Reinhard Pekrun et al., 2017). People communicate surprise emotional experiences by smiling, laughing, and praising them, and use words like amaze, astonish, and inspired to describe them (Reinhard Pekrun et al., 2017).

Anger/

A lot of research has been done on anger as one of the discrete emotions, both inside and outside of the emotions literature. According to Robinson (2009), each emotional state is associated with a specific pattern of expression. A focused look, constricted eyebrows, compressed lips, quick gestures, and a loud voice, for example, are all signs of rage. When a person's aims are being frustrated, he or she becomes enraged and blames someone else. As a result, outbursts of rage indicate assessments of goal obstruction and other forms of blame.

Guerrero (1994) identified four basic types of rage expression that may be defined according to how productive or harmful they are, as well as whether they are active or quiet. Disruptive and active behaviors such as throwing objects, yelling, or fighting are examples of distributive aggression (Shaver et al., 1987). Self-disclosure and problem-solving are examples of integrative assertion behaviors that are both constructive and active. *Passive aggression* encompasses passive, destructive behaviours, such as physically pulling away and/or ignoring someone. Finally, *non-assertive denial* is a passive behaviour that involves hiding or denying one's angry feelings (Guerrero, 1994). The Emotion-As-Social-Information (EASI) concept claims that the perceived appropriateness of furious expressions might impact negotiating behavior (Van Kleef, 2009). As a result, expressing anger might encourage specific behavioral responses including "moving away" (exiting), "moving toward" (conceding), or "moving against" (retaliating) (Van Kleef et al., 2010). According to this viewpoint, a person's emotional manifestations are adequate to determine his or her interior emotional condition.

Guilt

Guilt is a self-conscious emotion with a negative valence that incorporates internal attributions for transgressions and failures (Tangney et al., 2007). It is a self-aware emotion that has long been seen as crucial for the control of social behavior and the self (Beer, Heerey, Keltner, Scabini, & Knight, 2003).

Normally, those who are guilty try to defend or apologize for their actions by providing an explanation. Aune et al. (1998) devised measures to assess four types of responses to guilt: apology/concession, which contained words like "apologize" and "admit responsibility." Behaviors such as "provide an explanation for an activity" and "offer reasons" were included in the explanations/justifications category. Appeasement included actions like "being extra pleasant to the person and promising not to repeat the action." Finally, "avoid talking about the matter" and "deny doing anything truly wrong" were examples of denial/withdrawal behaviors. Guilt is a negativevalenced self-conscious emotion that includes internal attributions for transgressions and failures (Tangney et al., 2007). It's a self-aware emotion that's long been thought to be important for maintaining social control and selfcontrol (Beer, Heerey, Keltner, Scabini, & Knight, 2003).

Those who are found guilty usually try to justify or apologize for their behavior by presenting an explanation. Aune et al. (1998) developed measures to evaluate four forms of guilt responses: apology/concession, which included terms like "apologize" and "admit responsibility." The explanations/ justifications category covered behaviors such as "offering an explanation for an activity" and "provide reasons." "Being extra kind to the person and vowing not to repeat the action" was one example of appeasement.

Finally, denial/withdrawal actions included things like "avoid talking about the subject" and "deny doing anything truly wrong." Guilt and shame are two self-conscious unpleasant affective emotions that are experienced in response to transgressive behavior or failures involving a transgression of moral principle or value (Tangney & Dearing, 2002). However, one significant distinction between shame and guilt is the self's perceived role in the harmful behavior (Lewis, 1971). When an individual has a shame experience, the focus of the negative appraisal is firmly on the self (e.g., "How could I have done that?"), with the transgression or failure perceived as evidence that the self is faulty (e.g., "I am awful person"). Individuals experiencing guilt, on the other hand, are focused on their problematic behavior (e.g., "how could I have done that") and methods to make amends for their failure or transgression (e.g., "I need to fix this") rather than on themselves (Tangney & Dearing, 2002).

Sadness

When people's expectations aren't realized, grief can creep up on them slowly and then persist (Barr-zisowitz, 2000). People may cope with sadness in different ways based on how they view things and the circumstances in which they find themselves (Sprecher, 2001). In general, sadness is linked to inactivity and withdrawal tendencies (Lazarus, 1991), which can lead to people dwelling on their issues and being unhappy (Nolen-Hoeksema, 1987). Behavioral responses to sadness, according to Guerrero and Reiter (1998), are retreating and typically center on immobilization (e.g., staying in office, missing work, or leaving the location) or solitude (e.g., spending time alone, avoiding others). Such answers are harmful because they isolate the sad individual and keep her or him focused on her or his negative feelings (Nolen-Hoeksema, 1987). People

who respond constructively to sadness are able to go about their daily lives, divert themselves from their troubles, and accept solace from others. Guerrero and Reiter (1998) identified two useful responses to sadness: seeking social support (i.e., spending time with loved ones and talking about concerns with them) and positivity/distractions (i.e., acting cheerful and keeping busy with activities).

The study employs measures from Guerrero and Reiter's (1998) Behavioural Responses to Sadness scale to assess constructive versus destructive forms of sadness expression. This scale assesses how depressed respondents feel. Keeping busy with stuff is an example of positivity/distraction expressions. Seeking social support, such as talking with your boss or a coworker about your issues. The third measure combined immobilization-related behaviors, such as spending time alone and being alone (solitude). Although Guerrero and Reiter (1998) defined immobilization and solitude as two distinct behavioural reactions to melancholy, this study blends the two.

Fear

Fear is a physiological and behavioral response to a perceived traumatic experience that is triggered by perceived risk or threat. Fear arises in response to a current stimulus or in anticipation of a future hazard regarded as a threat to one's own safety. The impression of danger triggers the fear reaction, which leads to confrontation with or avoidance of the threat. Anxiety is strongly linked to fear, which is triggered by threats that are considered to be uncontrollable or unavoidable. Individual dread is shaped by their social relationships and culture, according to the literature, which guide their perception of where and how much fear to experience.

Fear arises in response to a current stimulus or in anticipation or expectation of a future hazard regarded as a threat to one's own safety. Fear is closely linked to anxiety, which is triggered by threats that are considered to be uncontrollable or unavoidable. By inducing proper behavioral responses, the fear reaction aids survival. For immediate and physical threat (e.g., losing one's work), those experiencing anxiety will try to avoid it by drawing their hand away or stepping aside. When confronted with a social threat, people become more aware and conservative.

In general, there are two types of motor expression instruments: those that measure face expressions and those that measure vocal expressions (Desmet, 2004). Emotional expressions have the capacity to impact other people's attitudes, cognitions, and/or behavior. Any effect of one person's emotions could be expressed verbally, in the face, through the voice, through postures, or through any combination of these channels (Van Kleef et al., 2011). As a result, both the experience and expression of emotions like anger, guilt, and grief are likely linked to inhabitants' attitudes toward visitors, and can assist predict resident attitudes toward tourists.

Emotional Connection

A group of subjective experiences that come together to form a bond between two people is referred to as an emotional connection (Woosnam, 2010), Anger, despair, joy, love, or any of the other tens of thousands of emotions that humans experience could be the source of the sentiments. Emotional connection is described in this study as a relationship or tie formed by residents and visitors during encounters or as attachment.

Emotional connection and emotional solidarity, according to Hammarstrom (2005), are connected. There are two widely accepted conceptualizations of emotional solidarity in general. Solidarity, according to Wallace and Wolf (2006), can be defined as a person's sense of identification with another person that strengthens relationships between them. The second way of thinking about it is that such relationships are defined by the degree of emotional closeness and touch between people (Hammarstrom, 2005). Durkheim (1995), a traditional sociologist, proposed that emotional solidarity is formed when people share similar views and behaviors as a result of interacting with one another.

Due to Gronvold's construction of the affectual solidarity scale, emotional solidarity has gained popularity (1988). The notion is measured using five items (affection, fairness, respect, trust, and understanding). Alternative scales of emotional solidarity have been developed in response to the constraints associated with single-item assessments. This is owing to the idea that single-item measures do not always capture the essence of complex phenomena (Netemeyer, Bearden, & Sharma, 2003). To quantify the affective relationships between locals and tourists, Woosnam and Norman (2010) developed the Emotional Solidarity Scale (ESS). As a result of its fit for the work, the current study uses this scale. The ESS is made up of three components, each with its own set of items: friendly nature, emotional intimacy, and sympathetic understanding.

Given the multiple tensions (competition for jobs, language difficulties, cultural differences, etc.) that have existed historically within the community, promotion of tourist sites has not been warmly embraced by many inhabitants (Tsuda,

2003). This is due to the fact that residents and visitors come from different backgrounds (Cave, Ryan, & Panakera, 2003). Visitors' different sociodemographic backgrounds, as well as their cultural and ethnic origins, all play essential roles in the delivery and provision of visitor experiences within tourism destinations. Residents' perceptions of each other's mannerisms and behaviors have a big impact on how close they can get. The degree of emotional solidarity experienced among persons may be explained by the cultural origins of travellers.

Individuals would develop a sense of solidarity with one another, according to Woosnam (2012), as a result of sharing similar views and behaviors, as well as being physically present and engaging with one another. As a result, emotional connection can be defined as a person's sense of identification with others, emotional intimacy with others, and having contact with others (Hammarstrom, 2005).

Determinants of Residents' Emotional Attitude towards Tourists

Tourist satisfaction is affected by residents' behavior and openness toward tourism development and tourists (Cooke, 1982; Cosenza, 1988), which is another practical reason for recognizing residents as significant players in the tourism planning and development process (Cooke, 1982; Cosenza, 1988). (Hall, 1994). According to Jackson and Inbakaram (2006), the elements that influence inhabitants' views toward tourism and its long-term development can be divided into four categories: demographic factors, personal factors, social factors, and tourism-related factors. Harill (2004) proposed the same components, but with new names and variable groupings: socioeconomic

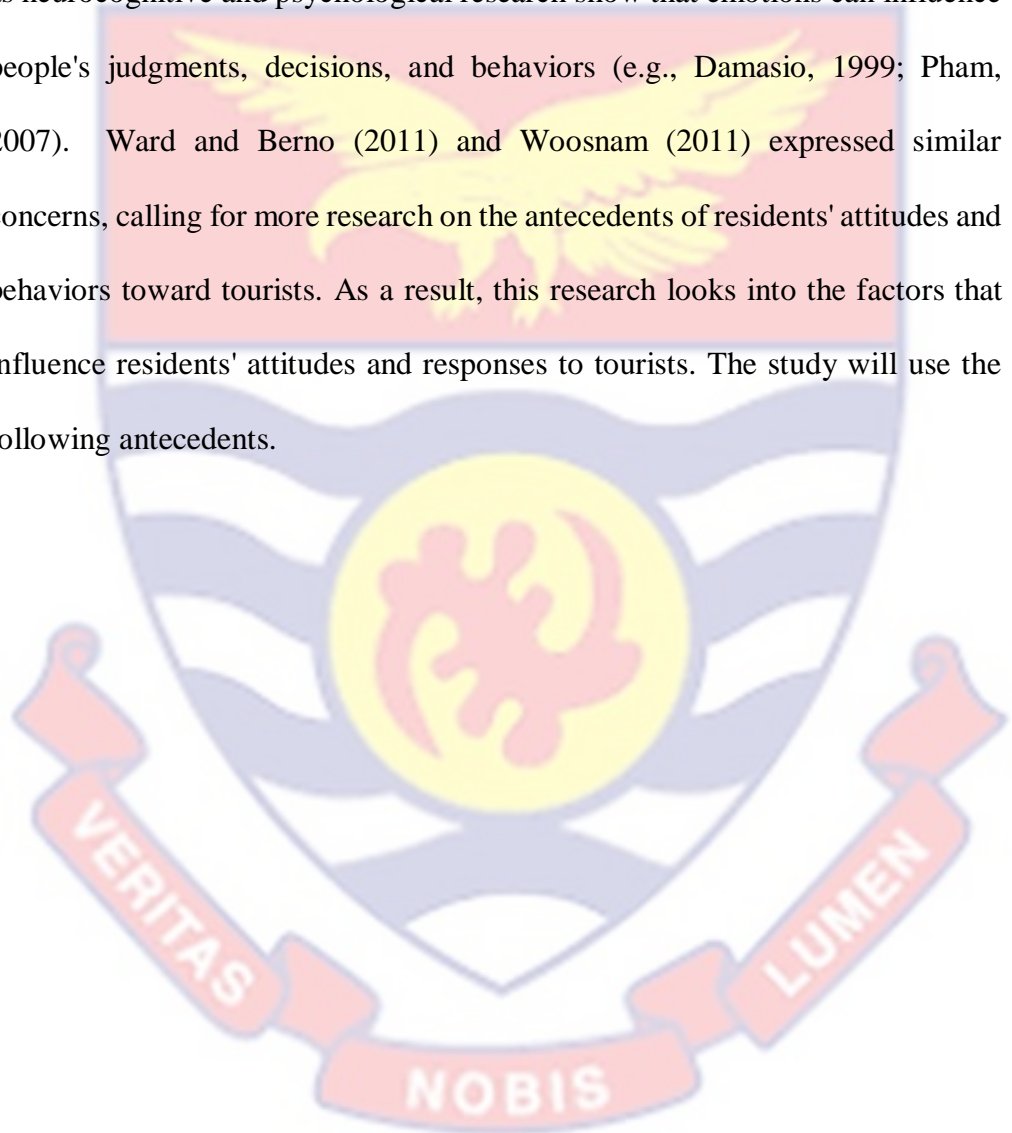
factors, spatial factors, and economic dependence factors. Similarly, Andriotis and Vaughan (2003) classified inhabitants' attitudes toward sustainable tourism into three categories: socio demographic, intrinsic, and extrinsic. A framework is needed to reveal the interrelationships between the various elements that have a direct or indirect impact on the creation of residents' attitudes toward the growth of tourism.

Physical distance between the resident's home locality and the main tourist zones, involvement in tourism, personal gain or economic dependence, and length of residence are examples of intrinsic elements that cause heterogeneity in perceptions of tourism impacts within the community. According to Mansfeld (1992), the shorter the distance to the tourist center, the more favorable the opinions and attitudes toward tourism growth are. Those who live near the center of tourism activity are frequently more financially reliant on it (Harill, 2004).

Extrinsic influences are elements that influence inhabitants' reactions at a macro level and, as a result, have a broader impact on a community. Various scholars have discovered and examined the extrinsic elements, which include the degree or stage of development of the host place, the sort of tourists, and seasonality. Many experts believe that locals' attitudes toward tourism are directly tied to the degree and/or stage of development of the host community (Doxey, 1975; Butler, 1980; Cooke, 1982; Haywood, 1986). The sort of tourist, as well as the degree to which the host and visiting populations differ in terms of racial traits, cultural background, and socioeconomic status, will all influence local reactions (Faulkner & Tideswell, 1997).

Furthermore, according to SET, residents' attitudes toward tourists are influenced by their assessments of the prospective advantages and costs

(Gursoy, Yolal, Ribeiro, & Netto, 2016). Some residents may gain from tourism, while others may suffer unfavorable consequences. When host communities feel exploited by tourists, for example, they will experience declining benefits, resulting in a negative attitude toward tourists and tourism. However, the presumption that local citizens are reasonable may not be correct, as neurocognitive and psychological research show that emotions can influence people's judgments, decisions, and behaviors (e.g., Damasio, 1999; Pham, 2007). Ward and Berno (2011) and Woosnam (2011) expressed similar concerns, calling for more research on the antecedents of residents' attitudes and behaviors toward tourists. As a result, this research looks into the factors that influence residents' attitudes and responses to tourists. The study will use the following antecedents.



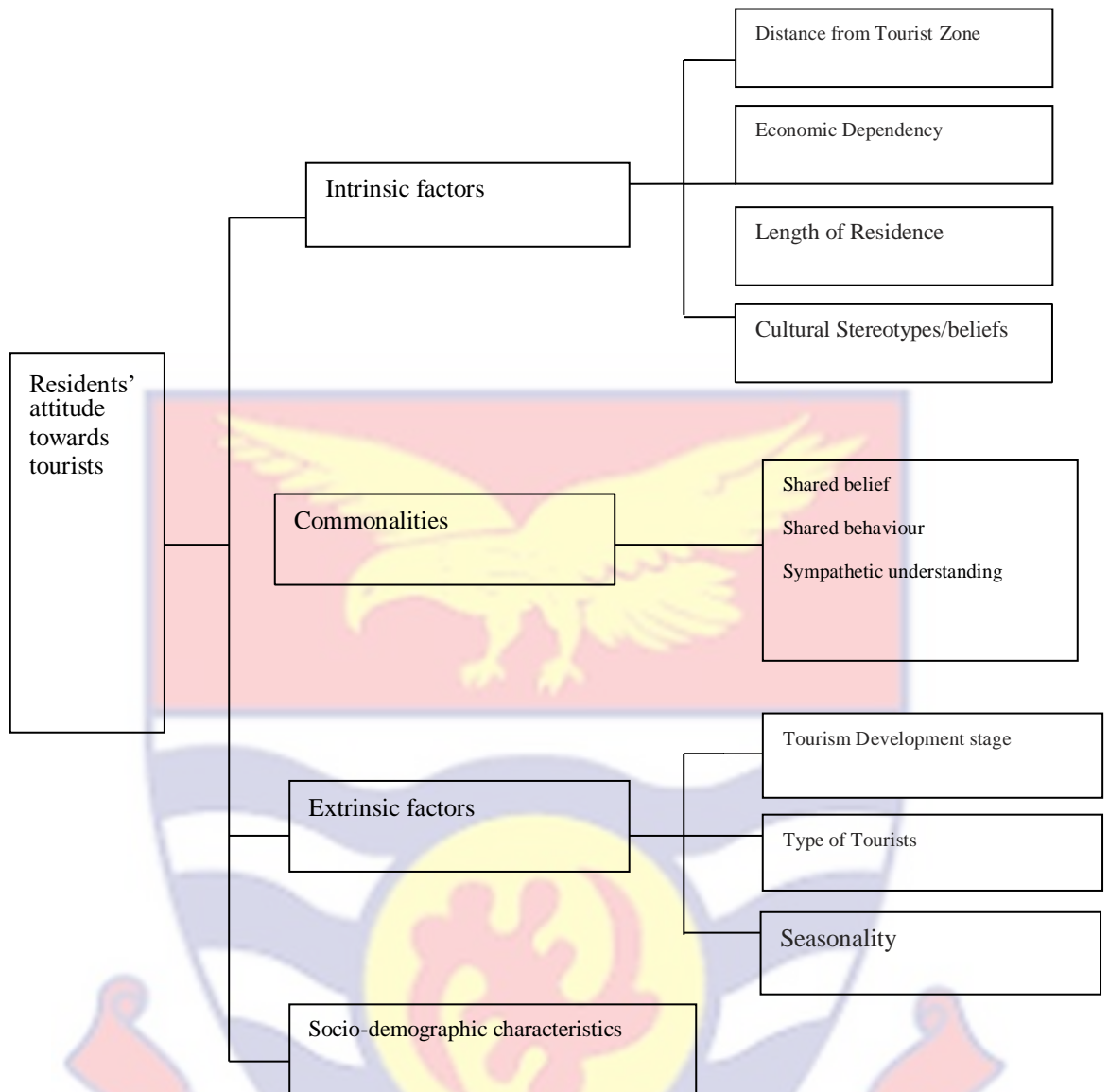


Figure 1: Determinants of Residents' Emotional Attitude towards Tourists

Emotional Response

People's sentiments or emotions, according to environmental psychologists (Mehrabian & Russell, 1974), determine what individuals do and how they do it, and they are an antecedent component in behavioural reaction (Kim & Moon, 2009; Lee et al., 2008). Individuals generate internal responses as a result of the variables in the environment in which they live. These responses result from the

interaction of cognitive processes, which are influenced by a variety of factors such as previous experiences, personality traits, and emotional states.

Individuals produce emotions after evaluating and interpreting an event or stimulus, not the event itself, because the appraisal is the governing process that evokes and differentiates emotions for individuals (Zeelenberg & Pieters, 2004).

Individuals' reactions to a situation or event are thus a result of their subjective assessments of the situation or event across numerous appraisal dimensions.

Individuals' emotional responses to the same incident are likely to differ due to variances in their assessment processes (Roseman, Spindel, & Jose, 1990).

Individuals' reactions to variables in various situations are influenced by their emotional differences (Chen & Hsieh, 2011).

This relationship between emotions and behaviors was explained by Mehrabian and Russell (1974) in three dimensions (being satisfied or not, the amount of being stimulated, and being dominant or resigned). Individuals' emotional responses to their environment are represented by the reactions that arise as a result of their interactions with their environment. Because the subject matter environment elicits such strong emotional responses in people, it is defined using words like stressful, tranquil, vibrant, and filthy (Russell & Mehrabian, 1978; Russell & Pratt, 1980). Individuals' levels of satisfaction or dissatisfaction might be deduced from their own statements or facial expressions such as smiling or frowning (Avan et al., 2019). Individuals recall emotional clues from previous experiences before forming any judgments, and they evaluate the surroundings by visualizing a sub-cognitive representation of it in their thoughts. An individual's evaluation is based on their own characteristics, their surroundings, and the type of interaction they have with others. Although

the environment has a big influence on the quality of the relationship, many other factors like biological structure, personality qualities, and sociocultural experiences also have a role (Lin, 2004). Individuals' overall evaluations are based on environmental components as perceived in their subconscious brains, according to Mattila and Wirtz (2001), and as a result, approach/avoidance behaviors occur (Nguyen & Leblanc, 2002). Because emotions can explain variances in individuals' behaviors beyond and beyond rational cognitions, emotions are regarded crucial to understanding the underlying reasoning of residents' behavior in tourism marketing literature (Lee & Shea, 2015). Residents elicit emotions after evaluating and interpreting an event or stimulus, not the event itself, because the appraisal is the governing process that elicits and differentiates emotions for individuals (Zeelenberg&Pieters,2004). Residents' emotions are thus a result of their subjective assessments of tourists and tourism across a variety of appraisal variables.

Variations in emotional responses to the same experience are expected due to variability in assessment processes among individuals (Roseman, Spindel, & Jose, 1990). Residents' emotional intentions are defined as people's feelings or emotions that determine their actions as a result of perceived value, which may be a better predictor of their intents in this study. This is in line with Zajonc's (1980) theory that an individual might act based on emotional feelings and cognitive activity levels. The action here relates to the likelihood of approaching tourists in order to promote the tourism business, or avoiding tourists in order to ignore tourism development.

Emotional Solidarity Theory

The notion and theoretical framework of emotional solidarity were first created through Emile Durkheim's work in classical sociology (1995). Emotional solidarity theory has been employed in social science areas such as sociology, anthropology, and family studies, although it is rarely applied to tourism (Woosnam et al.,2009). The term was initially proposed to the realm of tourism by Woosnam et al., (2009). Emotional solidarity, according to Hammarstrom (2005), refers to the emotionally relationships that people form with one another, which are usually defined by perceived emotional proximity and degree of interaction. Individuals that share similar views and behaviors are said to form solidarity, according to Durkheim (1995).

There are two widely accepted conceptualizations of emotional solidarity in general. Solidarity, according to Wallace and Wolf (2006), is defined as a person's sense of identification with another person that strengthens relationships between them. According to the second definition, such relationships are defined by perceived emotional intimacy and degree of contact between people (Hammarstrom, 2005). Woosnam (2011) backed up these ideas and theories by stating that as residents and visitors connect with one another, engage in similar behaviors, and have similar values, a sense of emotional solidarity emerges, building a tie between them.

The theory proposes that residents' levels of shared beliefs, shared behavior, and interaction with tourists will have a significant impact on their emotional attitude toward tourists visiting their community (or a sense of identification with others resulting from a shared value system), which in turn influences their attitudes toward tourism development (Woosnam, 2009).

Woosnam and Norman (2010) developed the Emotional Solidarity Scale (ESS) to investigate how locals' shared ideas, shared behavior, and interactions with visitors influence emotional solidarity, as well as residents' attitudes about tourism and tourism growth. There are three components in the ESS, each with their own set of items: (1) a welcoming nature (e.g., residents are proud to have visitors to the destination, do the community benefits from having visitors, appreciate visitors for their contribution to the local economy, and treat area visitors fairly); (2) emotional closeness (e.g., residents are close to visitors and have made friends with some of them); and (3) sympathetic understanding (e.g., residents identify with visitors, have a lot in common with them, and treat them fairly); and (3) sympathetic understanding (e.g., residents identify with visitors, Some scholars (Andereck et al., 2005; Lankford & Howard, 1994; Teye, Sonmez, & Sirakaya, 2002) have looked at how citizens' levels of engagement or interaction with tourists can help explain their attitudes about tourists and tourism development.

Durkheim's framework has gotten a lot of interest outside of tourism because it provides a fresh approach to examine the complicated, dynamic relationship between residents and tourists. Furthermore, the theory is uncommon in the travel and tourism literature in that its construct is usually the result of other metrics (Woosnam, 2012). Woosnam and Aleshinloye (2015) conducted a more current study with residents of Caldwell, Texas, who attended the Kolache Festival to assess ESS components and festival consequences. The study discovered that ESS might account for a large portion of the variation in residents' perceptions of the affects.

Cognitive Appraisal Theory

Psychologists first proposed Cognitive Appraisal Theory (CAT) to better understand the subjective origins of a given emotion's elicitation in order to predict and change behavior (Smith & Ellsworth, 1985; Lazarus, 2001; Roseman & Smith, 2001). CAT is one of the most influential theories of emotion, based on the idea that events elicit feelings (Ellsworth & Scherer, 2003; Ding, 2013 & Ma et al., 2013). CAT not only addresses how emotions are triggered, but also their implications or, more accurately, their functional role in the architecture of the mind, such as "the significance of emotion for personality integration" (Arnold, 1960).

The cognitive appraisal hypothesis outlines how a resident's assessment influences their cognitive and emotional outcomes. Emotions, according to CAT, are the outcome of an individual's subjective assessments of a circumstance or occurrence on a variety of appraisal dimensions (Hosany, 2012). The idea explained emotions as a series of events, with the first phase being the perception of a circumstance, which leads to an assessment, then the felt emotion, and finally the right action (Arnold, 1960). The graphic below depicts the sequence of events.

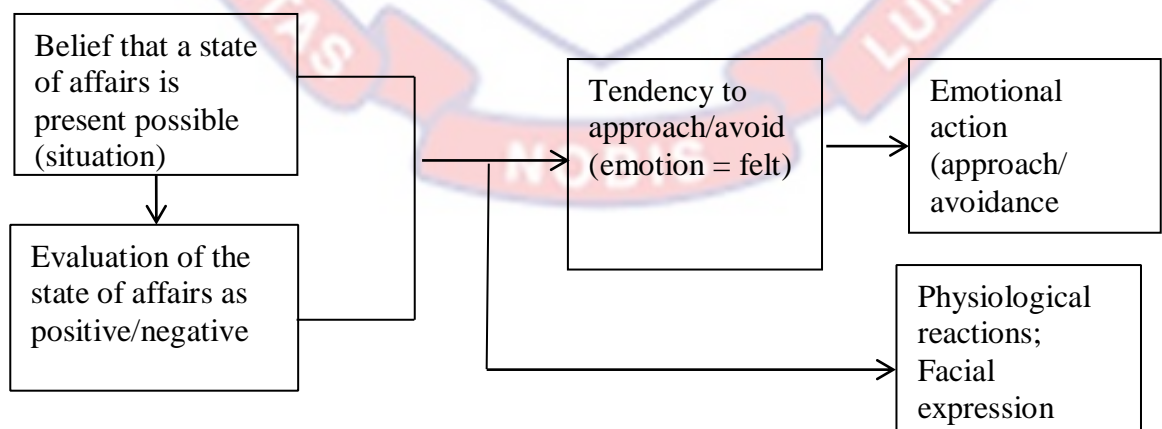


Figure 2: The Process of Emotion Generation

Source: Adopted from Arnold (1960)

After evaluating and interpreting an event or stimuli, people elicit emotions (Zeelenberg & Pieters, 2004). Individuals' emotions are thus a result of their subjective assessments of a circumstance on a variety of aspects. Variations in emotional feelings and emotional responses to the same experience are expected due to variability in assessment processes among individuals (Roseman, Spindel, & Jose, 1990). The proclivity to approach or avoid is a notable response. Residents' subjective judgments of tourists lead to emotional sentiments, which can be good or negative, and influence their behavior toward tourists, according to the study's setting.

As determinants of emotional responses, cognitive appraisal theorists have identified a number of aspects. Pleasantness, anticipated effort, attentional activity, certainty, responsibility, control, legitimacy, and perceived impediment, for example, were eight evaluation categories identified by Smith and Ellsworth (1985) as crucial in differentiating emotional experience. Pleasantness, goal congruence, unexpectedness, certainty, and compliance with social or personal norms were also prevalent themes among the different proposed CAT models (Scherer, 1997). However, four assessment variables (competitive goal congruence, assurance, novelty, and agency) were discovered to be more useful in understanding the feelings (Ellsworth & Smith, 1988; Ma et al., 2013). As a result, these four viewpoints were employed in this research, and they will be described more below.

The first metric is appetitive goal congruence, which is based on intrinsic pleasantness, which is a measure of how conducive a circumstance is to achieving a goal (Hosany, 2012). The second factor to consider is the level of assurance. It evaluates the probability of a specific result and its impact on

emotional experiences (Roseman, 1984; Smith & Ellsworth, 1985). The concept of certainty, also known as outcome probability, is used to assess whether a scenario is likely to result in a given conclusion (Ma et al., 2013). Residents were asked how certain they were about their expectations of tourists in this survey (Ellsworth & Smith, 1988). Novelty is the third component of cognitive appraisal. It refers to the process of determining whether a stimulus event differs from what is expected. In particular, novelty refers to determining whether or not an experience meets or exceeds expectations (Ma et al., 2013). The aspect of novelty is related to the predictability and familiarity of an event (Scherer, 1988).

As a result, novelty refers to the unexpectedness or suddenness of an event (Scherer, 1993), surprise (Roseman, Antoniou, & Jose, 1996), and astonishment (Roseman, Antoniou, & Jose, 1996). (Watson & Tellegen, 1985). The final important appraisal criterion is agency. The agency dimension of evaluations entails determining whether the locals, visitors, or circumstances are to blame for the situation's outcome (Smith & Ellsworth, 1985). The aim of emotions is shaped by differences in agency views (Roseman, 1984; Smith & Ellsworth, 1985). In this study, agency was measured using self-responsibility (residents) and other-responsibility (tourists, opinion leaders, and belief system) for causing events that made locals happy or dissatisfied during encounters with tourists (Smith & Ellsworth, 1985).

Residents' emotional attitudes and behavior patterns are determined by the four dimensions. Residents' subjective perceptions of tourists are influenced by these characteristics of the cognitive appraisal technique, which result in unique emotional responses (Scherer, Schorr, & Johnstone, 2001). Notably, residents'

discrete emotions, including both good and negative emotions, are reflected in the emotional outcome, which may influence residents' behavioral intentions (Jang & Namkung, 2009; Ma et al., 2013). Emotions prompt residents to approach or avoid tourists, and this behavior is a result of that feedback. Residents are more likely to employ approach behavior when they are experiencing pleasant feelings; conversely, when they are experiencing negative emotions, they are more likely to adopt avoidance behavior (Yalch & Spangenberg, 2000).

Because of CAT's superiority in explaining both the causes and effects of emotions, it has been suggested that it be used in marketing and tourism (Watson & Spence, 2007). However, just a handful of empirical research have used CAT (Hosny, 2012). The use of CAT to investigate emotions necessitates the identification of assessment dimensions that are relevant in a given situation (Roseman & Smith, 2001). Goal congruence, novelty, goal relevance, and the degree of goal realization are the evaluation dimensions that have garnered widespread support for their ability to distinguish emotional reactions (Johnson & Stewart, 2005; Lazarus, 2001; Scherer et al., 2001). Without a doubt, the nature of a person's aim influences the feeling evoked by a scenario (Gao & Peiyi Ding, 2017). As a result, CAT was chosen to explain residents' judgments of emotional experiences in this study.

Affect Theory of Social Exchange

The Affect Theory of Social Exchange (ATSE) was developed in reaction to the social exchange tradition's omission of emotional and affective processes (Damasio, 1999 & Turner, 2000). The Social Exchange Theory

(SET) has been used by several scholars to investigate local views and attitudes towards tourism (Andereck, 2005; Gursoy & Kendall, 2006; Amuquandoh, 2007 & Lee & Min, 2016). The primary concept of SET is that the exchange of social and material resources is a fundamental kind of human interaction, and that people strive to maximize the value of their trade outcome (Kelley & Thibaut, 1978). According to the theory, the possibility of building a relationship with another person is determined by the person's perception of probable outcomes, or whether the person perceives a favorable outcome (rewards exceed costs). As a result, the fundamental process that causes individuals' attitudinal or behavioral responses is based on anticipated rewards from interactions with other people (Emerson, 1976).

The current application of social exchange theory (SET) in tourism, according to Wang and Pfister (2008), focuses primarily on the economic aspect of the exchange, which emphasizes rationality and self-interest maximization, whereas emotion (e.g., a feeling of joy, confidence, or anger) is inextricably linked to common exchange processes (Lawler & Thye, 1999). Previous organizational management research (Sierra & McQuitty, 2005; Henderson, & Wayne, 2008) has shown that individuals' positive and negative emotions influence collective behavior (e.g., support of organizational success). Smith et al. (2019) pointed out that social exchange theory hasn't provided enough explanation for citizens' support for tourism growth, and that focusing solely on costs and benefits is insufficient (Nunkoo & Ramkissoon, 2011).

Within tourist studies, however, there is a dearth of research into the significance of emotional dynamics in social exchange. As a result, Maruyama, Keith, and Woosnam (2019) investigate the impact of residents' feelings toward

their ethnic counterparts inside a community, recommending that ATSE be used in studies on emotions. The notion of Affect Theory of Social Exchange may be relevant in this study because it analyzes emotions within social exchange among inhabitants (Lawler, 2001). It's the idea that the benefits and costs of tourism can influence citizens' emotional states, such as happiness, anger, sadness, and surprise, and hence influence their emotional response to tourism. Affect Theory of Social Exchange was proposed by Lawler (2001). The idea emphasizes the emotional aspect of social trade, positing emotional solidarity as a critical component of it. The assumptions that underpin the affect theory of social exchange come from both social exchange theory and affect theory. The assumptions include the following:

- Social exchange produces emotions that are positive to negative
- Emotions can be construed as reward or punishment (i.e., feeling good has a positive value and feeling bad has a negative value).
- Individuals interpret and exchange their feelings with respect to social relationships (e.g., partners, groups, networks). Positive emotions produced by exchange will increase solidarity in these relationships, while negative emotions will decrease solidarity.
- The theory assumes that emotions spread or diffuse across relations that are interconnected in a network (Markovsky & Lawler, 1994). If A feels good in an interaction with B and then interacts with C, A's positive feelings tend to carry over to the A-C interaction.

Emotion and feelings are at the heart of the Affect Theory of Social Exchange (Lawler, 2001). It claims that trading produces emotions, which are internal responses that reward and punish actors. Feeling good about a successful

transaction, shame about the terms agreed, gratitude toward a conciliatory exchange partner, and rage toward a difficult or aggressive exchange partner are all emotions that arise frequently throughout exchange procedures. Such emotions and feelings, according to the idea, have significant ramifications for the relationships, networks, and groups in which they occur.

In the literature on organizational management (Mossholder, Richardson, & Settoon, 2011) and tourism, an affect theory of social interaction has been empirically tested (Maruyama, Keith & Woosnam, 2019). The social exchange hypothesis of affect is defined as two or more persons cooperating to facilitate mutual benefit exchange (Lawler, 2001). It has ramifications in the tourism industry, particularly in terms of interactions between residents and visitors. Residents and tourists are frequently involved in dyadic interactions, or interactions between two persons who have social relationships (Bagozzi, 1975; Markey, Funder, & Ozer, 2003). By arguing that these interactions are joint activities and interdependencies that are incorporated in exchange structures, the affect theory of social exchange broadens the area of dyadic exchanges. Emotions experienced during the exchange have an impact on residents' perceptions of tourists in these exchange arrangements. Positive emotions (e.g., happiness, love) may be evoked when residents' expectations of tourist growth are realized, whereas negative emotions (e.g., concern, wrath) may be aroused as a result of perceived unfairness or a lack of coping capacity. Individual differences in desirability are taken into account.

When two or more people exchange valuable outcomes, emotions are likely to arise (i.e., goods, rewards, payoffs). Emotions are internal events that occur within an actor and are triggered by external situations or events (e.g., the

behaviour of others, results of exchange, social context). These can include feelings of general pleasure/satisfaction or displeasure/dissatisfaction, as well as more specific feelings of anger, shame, pride, gratitude, and so on. It is reasonable to assume that any feelings inhabitants experience as a result of their interactions and exchanges with tourists will have a significant impact on their future interactions and relationships.

Different aspects of social contact influence the process and imitate emotional exchanges during dyadic exchanges. One of the characteristics that promote reciprocity is emotional attachment (Mukherjee & Bhal, 2017). According to the hypothesis, the frequency of exchange between groups increases as their connection becomes more mutually dependent. Woosnam et al. (2009) have criticized SET, claiming that it is primarily based on a cost– benefit viewpoint or trade-off between favourable and negative influences experienced by inhabitants, ignoring the importance of emotive reactions. The Affect Theory of Social Exchange was chosen for the study based on the critiques of the Social Exchange.

Symbolic Interactionism Theory

Symbolic interactionism is a theory that emphasizes the dynamic interaction that exists between people and their social environments (Blumer,1969). Researchers who study symbolic interactionism (SI) look into how people establish meaning during social interactions, how they display and construct themselves, and how they define others (Stryker,2000). People act the way they do because of how they define situations, according to one of the perspective's basic assumptions (Cooley, 1902). SI is an important crossdisciplinary sociological perspective originating from the American pragmatism of George

Herbert Mead's (1934) work, which posits that humans are social products. Blumer (1969) used the term "symbolic interactionism" to express the following tenets of his viewpoints: People make sense of things by attaching meanings to them, and the meanings of such things are formed through social interactions. These three premises imply that attributed meanings might shift over time as a result of human interactions and relationships.

Symbolic interactionism is "particularly effective for investigating and comprehending human beings and their behavior in their social surroundings," according to Burbank and Martins (2010). As a result of the study's use of the symbolic interactionist notion, inhabitants' meanings and perceptions may be explained through their social interactions with tourists. Despite the strength of this theory for investigating residents' interactions with visitors, only a few studies have used it in this way, such as Amuquandoh's (2010) in Ghana. The Doxey (1975) annoyance index is another theory that has been proposed to explain locals' attitudes toward tourists.

Doxey Irritation Model

The Irridex Model, established by Doxey (1975), is based on the division between two groups, residents and outsiders, and is one of the most well-known (Harrill, 2004) and commonly utilized (Nunkoo, Smith, & Ramkissoon, 2013) models of host attitudes (internal and external tourists as well as daily visitors). This model depicts the progression of attitudes from a positive to a negative state through four stages: euphoria (a feeling of happiness or comfort), apathy (when locals lose interest in tourism), annoyance (a generation of hostile reactions to tourism), and finally antagonism (a generation of hostile reactions to tourism) (Cordero 2008).

Although Doxey's Irridex has become a popular model for resident-tourist research, it has been criticized by others, including Sharpley. The model is unable to account for the diversity of residents within a community (Zhang, Inbakaran, & Jackson, 2006), nor does it account for situations in which visitor management strategies may assist in reducing pressure on the local community. The basic assumption of community homogeneity is one of this model's flaws. Communities, regardless of size, location, or size, are heterogeneous. Others have objected to the linear progression from a lower to a higher stage, claiming that human relationships and feelings are diverse and do not follow a set pattern. Wassler (2010) argues that clusters of residents should support the lack of heterogeneity because awareness of the levels of irritation may differ. Despite its flaws, the Irridex Model is a useful tool for understanding attitudes in general (Nunkoo et al., 2013). This model has been used in a number of research (Horn & Simmons, 2002; Irandu, 2004; Lepp, 2007; and Amuquandoh, 2010). It continues to be a useful heuristic for investigating host relations, particularly as a research starting point.

Emotional Solidarity Model

Emotional solidarity has been widely studied in the fields of anthropology, sociology, social psychology, and family studies, resulting in numerous studies on the topic over many years (reviews by Bahr, Mitchell, Li, Walker, & Sucher, 2004; Birditt, Miller, Fingerman, & Lefkowitz, 2009) and has been extensively examined in the tourism literature (Woosnam, 2011a, 2011b, 2012; Woosnam & Aleshinloye, 2013; Woosnam, Aleshinloye, Van Winkle, & Qian, 2014; Woosnam, Dudensing, & Walker, 2015; Woosnam &

Norman, 2010). The degree of shared ideas, shared behavior, and engagement with tourists, which substantially impacted their emotional experiences with tourists, are the key components involved in this emotional solidarity model.

This model describes the emotive relationships that people form with others, which are defined by their perceived emotional proximity and degree of contact, and so influence their attitudes toward tourism (Woosnam, 2010; 2012). Woosnam and Norman (2010) established the Emotional Solidarity Scale (ESS) to assess how residents' shared ideas, common behavior, and engagement with visitor's influence residents' emotional attitudes toward tourists.

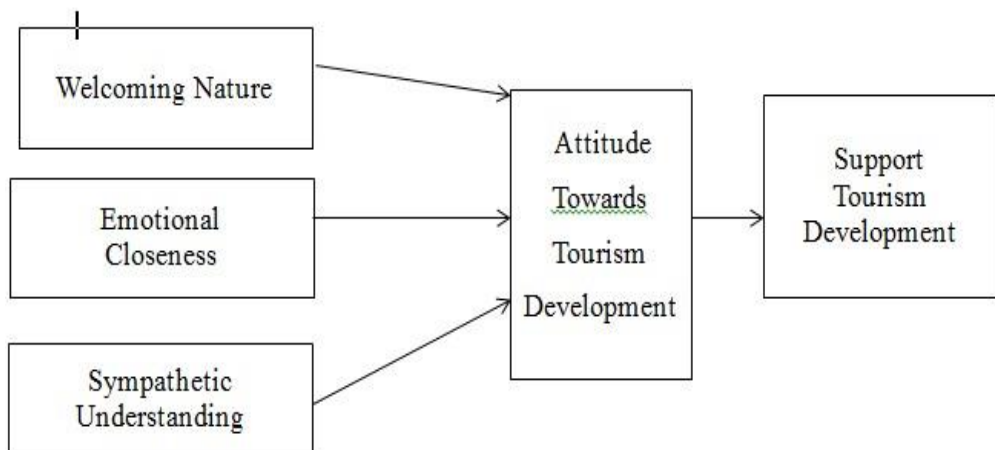


Figure 3: Emotional Solidarity Model

Source: Woosnam and Norman (2010)

Host Attitudinal/Behavioural Responses to Tourist Model

Host attitude and behavioural response model is applicable to the social relationships that exist between tourists and residents (Mathieson & Wall, 2006). This model predicts the behaviour of residents during their interactions with tourists. The diagram below discusses the processes that take place when two or more cultural group interacts. The attitudes and behaviour of groups or

individuals to tourism may be either *positive or negative*. It can also be *active or passive*. An individual that perceives benefits from the tourism development is likely to view it as positively favourable and actively promote and support its development. Whilst those who do not benefit are likely to evaluate it negatively (unfavourably) and actively oppose its development aggressively.

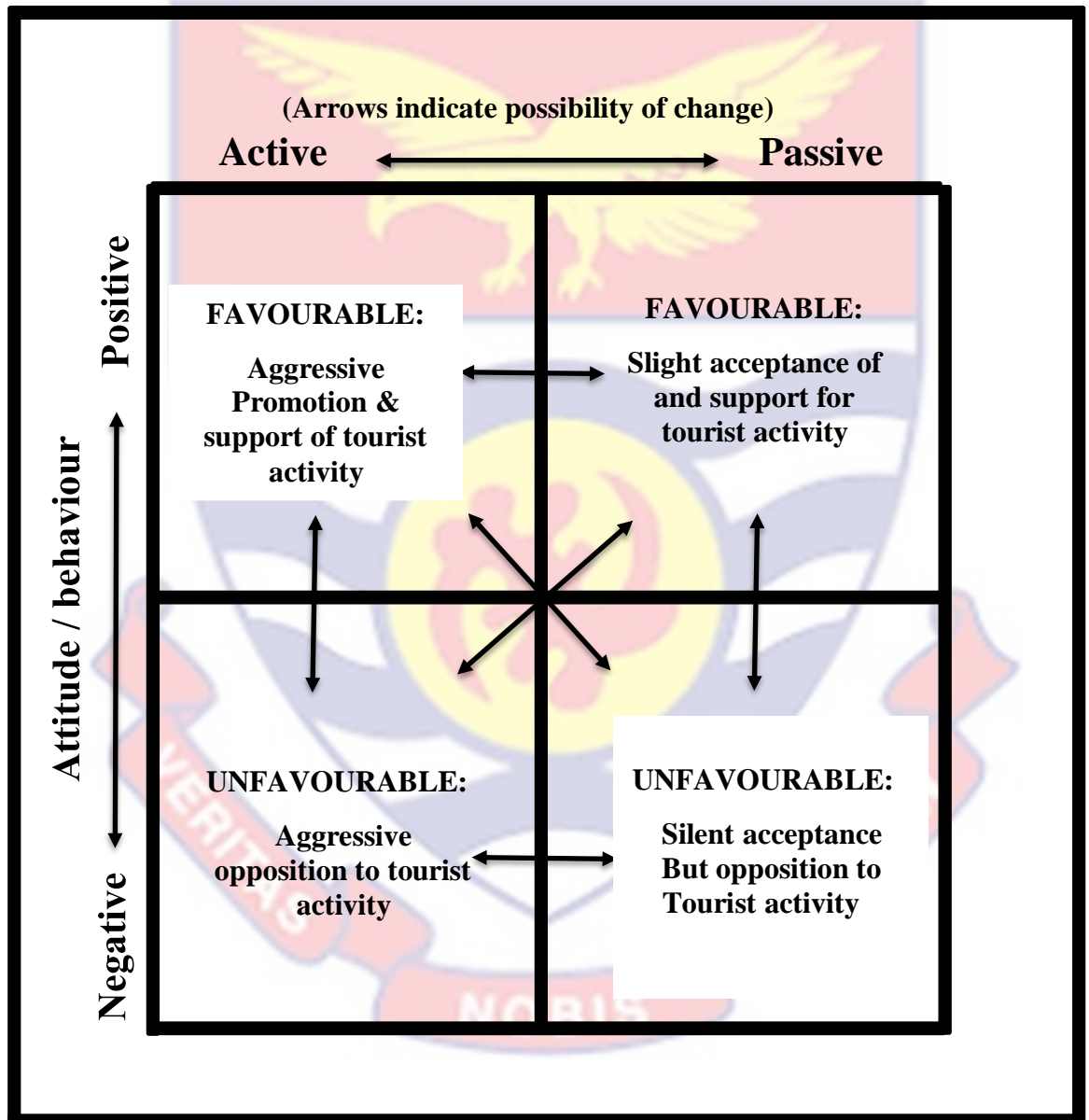


Figure 4: Host Attitudinal/Behavioural Responses to Tourist Model

Source: Adopted from Bjorklund and Philbrick (1972)

People who perceive touristic activities as unfavorable and passively accept them but oppose their development make up the final group of locals. As a result, inhabitants' perceptions of the resulting combinations of tourism reactions can take one of several forms. All four categories, positive, negative, active, and passive, may exist at any given moment within a society, but the number of persons in each category does not have to be constant (Andereck, 2005). People who are financially involved in tourism, for example, may actively support the sector, whereas a small but vocal minority of residents who are not involved in tourism may lead vigorous opposition to tourist development and the changes it brings (Mathieson & Wall, 2006). Other types of residents are more likely to think it's a good idea, but only grudgingly support visitor activity.

Although Bjorklund and Philbrick's model predicts residents' behavior during interactions with tourists, it has been criticized for failing to consider other elements that contribute to local inhabitants' diverse opinions and perspectives (Fredline, 2000). This study, however, uses this framework because it demonstrates the diverse nature of host and guest attitudes and behavior in a variety of ways as they interact.

The Mehrabian-Russell (M-R) Model

The Mehrabian-Russell (M-R) model, which was first presented in environmental psychology, explains how environmental cues affect human behavior and judgment via inducing emotions. This paradigm proposes that how people feel in a physical setting, sometimes known as "service scapes" (Bitner, 1992), is influenced by their impressions of it. It goes on to say that these

feelings influence people's behavior, determining whether they approach or avoid a given setting. The M-R model has been used to explore how people's perceptions of their social and physical environments affect their emotions. Respondents are frequently asked to rate how comfortable or stimulated they feel in the literature. Positive adjectives such as joyful, pleased, and satisfied are sometimes used to measure 'pleasure,' whereas terms such as relaxed, calm, and exciting are used to represent an individual's state of arousal (Yuksel, 2007). In the tourism and hospitality fields studies have employed the Positive Affect Negative Affect (PANAS) to measure the emotional experience by residents (Watson et al., 1988).

Conceptual Framework

Three basic hypotheses and three models guide this research. Emotional Solidarity Theory (Woosnam et al., 2009), Cognitive Appraisal Theory (Arnold, 1960), Emotional Solidarity Model (Woosnam et al., 2009), Doxey's Irritation Index model (Doxey, 1975), and Mehrabian-Russell (M-R) model. Despite criticism that SET takes an incomplete approach to residents' attitudes by focusing solely on residents' logic while ignoring the impact of emotive reactions, it continues to be widely used (Woosnam, 2012; Ouyang, Gursoy, & Sharma, 2017). SET is taken into account in this research since it focuses on the relationship between residents and visitors, as well as resident attitudes regarding tourists. In this study, SET is used because it assumes that people choose exchange after weighing the costs and benefits (Homans, 1961) and considering the economic, social, and environmental consequences (Guysoy et al., 2000). Finally, the framework offers a valuable method for determining the reasons for citizens' attitudes and behaviors toward tourists and tourism

developments in general. Thus, by combining SET with emotional solidarity theory to capture emotive reactions, this work addresses the previously mentioned shortcoming. As a result of this reality, a more emotional and personalised approach to resident attitudes has emerged (Lee,2014). The emotional solidarity theory investigates the relationship between residents' shared ideas, common behavior, and level of engagement with visitors, as well as their emotional reaction to tourists visiting their community. Using three antecedents and related questionnaires, this theory measures inhabitants' emotional attitudes about tourists. The inviting demeanor of the residents, their emotional connection, and their level of sympathetic understanding are all factors to consider. Although the idea has been criticized in sectors other than tourism, it provides an original way to analyze the complex, dynamic relationship between persons inside a place when applied to locals and tourists. Emotions are derived as a result of an individual's subjective judgments of a situation or objects, resulting in an emotional state (negative or positive) and emotional expressions, according to the theory of cognitive appraisal theory (avoidance or acceptance). CAT is used in this study to analyze differences in antecedents and effects of emotions, despite the fact that it has been criticized for being too simplistic in connection to assessment factors.

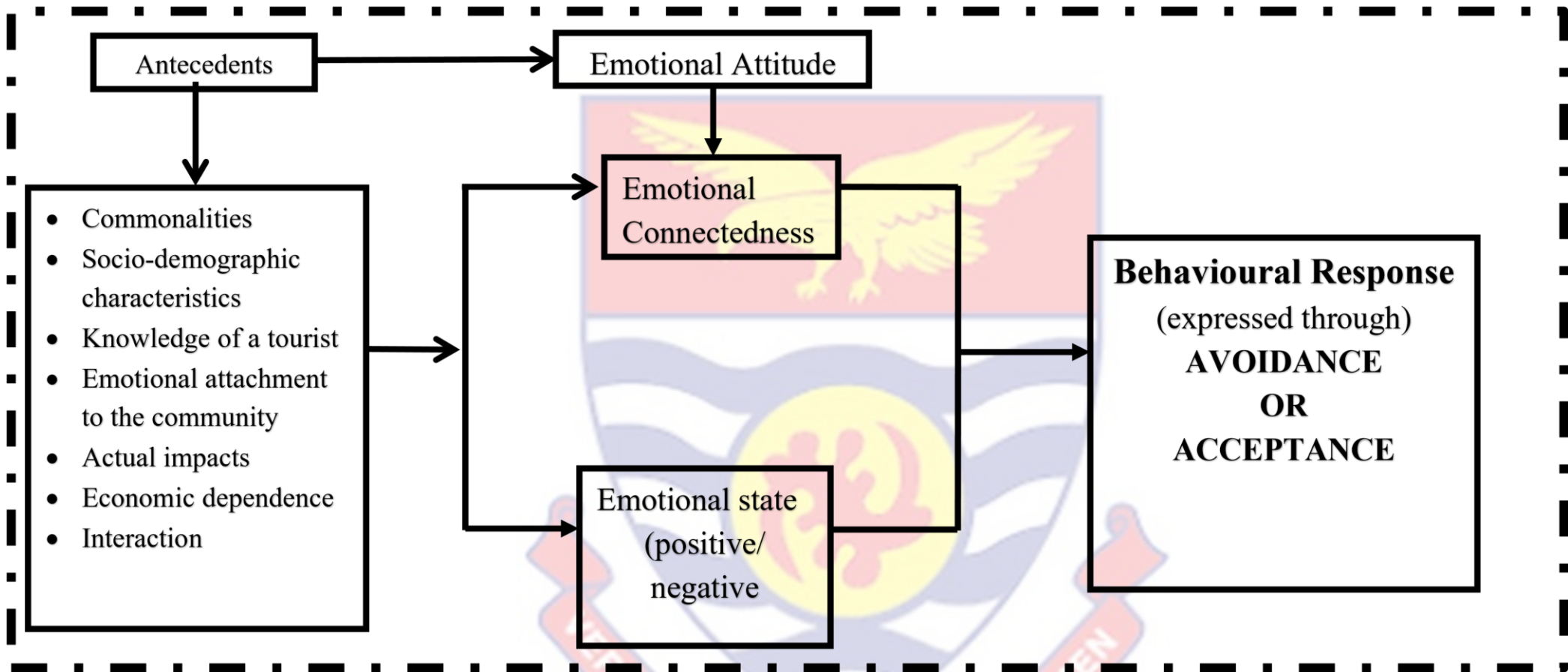


Figure 5: Conceptual Framework

Source: Adapted from Woosnam et al. (2010) and Mehrabian-Russell (1988)



Commonalities

Commonalities refer to shared beliefs and shared behaviour.

Shared behaviour

Individuals accept common behavior as truths when it comes to shared behavior (Woosnam, 2009). This account for the similarities that exist between residents and tourists, despite the fact that such similarities are evident throughout the tourism literature. Many authors, for example, have highlighted both parties' common behavior in terms of shopping (Snepenger, Murphy, O'Connell, & Gregg, 2003), attending special events together (Fredline & Faulkner, 2000; Derrett, 2003), and a variety of other activities in the community (Kneafsey, 2001). Another area of common ground between inhabitants and tourists is participating in comparable activities.

Shared Beliefs

Individuals who hold similar convictions or hold similar viewpoints are said to have shared beliefs (Woosnam, 2009). This account for the similarities that inhabitants and visitors have in common. Residents and tourists are more integrated when they share common ideas such as valuing cultural values, honoring common events, accepting common facts, and sharing similar opinions and interests. Cohen (1996) demonstrated how both locals and visitors share the view that living in harmony with nature, escaping sophisticated current society, and returning to deep cultural roots is essential to one's well-being.

Interaction

One such commonality is the interaction between locals and tourists. Individuals sharing a physical area and conversing is known as interaction. This interaction can be formal or casual (Woosnam, 2009). It is possible that the

contact will be favorable or bad (Woosnam 2010). Positive contacts with the tourist population, according to Pizam et al. (2000), result in a shift from unfavorable views and feelings about tourists to more positive attitudes and feelings. Inhabitants' attitudes about tourists are influenced by higher levels of interaction between residents and tourists in alternative kinds of tourism, such as "green tourism," "ecotourism," "sustainable tourism," "volunteer tourism," "history tourism," and the like (Jafari, 1990).

Cognitive Perception

Residents may develop judgments based on their personal worth, views, knowledge, and prior experience as rational humans, also known as cognitive information processors. The elements that influence citizens' cognitive perception are divided under the following headings, according to Jackson and Inbakaram's (2006) study: demographic factors, personal factors, social factors, and factors connected to tourism. Andriotis and Vaughan (2003) classified inhabitants' attitudes toward sustainable tourism into three categories: socio demographic, intrinsic, and extrinsic. Physical distance between the resident's home locality and the primary tourist zones, involvement in tourism, personal gain or economic dependence, and length of residence are examples of intrinsic elements that cause heterogeneity in perceptions of tourism impacts within the community. The extrinsic dimension, according to Fredline and Faulkner (2000), refers to elements that influence residents' reactions at the macro level and, as a result, have a common impact on the entire community. Various academics have identified and evaluated extrinsic elements, such as the degree or stage of development of the host place, the sort of tourists, and seasonality.

In addition to the socio-demographic variables, three intrinsic variables (personal cost and benefits, perceived impacts, and Community attachment) and three extrinsic variables (stage of tourism development, seasonality, and kind of tourists) will be explored using the framework.

Economic dependence on tourism

Theoretically, as illustrated in Figure 5, citizens' economic dependence is one of the major elements influencing their emotional attitude toward tourists. Personal benefit or economic dependency, length of residence geographical distance between the resident's home locality and the main tourist zones, and involvement in tourism are all factors that residents consider when assessing the consequences of tourism on their community. According to the research, inhabitants' perceptions of the impacts include both positive and bad consequences of tourism, and this is the primary component that explains their attitudes toward visitors (Mason, 2000). Residents who profit personally from tourism have a more favorable attitude toward increased levels of tourism development, according to the SET and Doxey Irridex models (Nunkoo et al., 2013; Nunkoo & So, 2015).

Residents absorb and integrate cognitive memory traces left by emotional interactions with tourists to produce post-tourism satisfaction judgments (Westbrook & Oliver, 1991). Favorable emotions such as joy, happiness, enthusiasm, and pleasure have a positive impact on inhabitants' emotional attitudes in tourism (Faillant et al., 2011). Residents who believe tourists contribute to unethical behavior, traffic congestion, high living costs, and noise will develop unfavorable emotional attitudes such as fear, surprise, and dissatisfaction. The cost-benefit analysis will, however, be dependent on the

individual as well as the amount and type of tourist exposure (Besculides, Lee, & McCormick, 2002). People who work in the tourism business have a more positive attitude toward it than those who work in non-tourism related jobs, and they are more likely to support tourism as a whole.

Community attachment

Residents' impressions of and attitudes toward tourists are also influenced by community attachment (Gursoy, Jurowski, & Uysal, 2002). Perceptions of tourism's effects on the community, such as personal gain or economic dependency, and the distance between an individual and a particular community" (Lee, 2013). In other words, community attachment refers to a person's sense of rootedness and belonging in a group (Lee, 2013). Although a variety of factors influence citizens' attitudes toward tourists and local tourism/event development, community attachment has been identified as a strong predictor of residents' attitudes toward tourism and support for it (Gursoy & Kendall, 2006). Residents with a strong sense of community will be more willing to participate in tourism as a means of bringing benefits to their neighborhood (Derrett, 2003; Gursoy & Kendall, 2006; Stevenson, 2016). Residents' opinions toward tourists and support for tourism development have been studied in the context of community attachment and emotional connectedness. Furthermore, both notions deal with residents' emotional bonds and affections, with community attachment focusing on residents' emotionality toward the community and visitors, and tourist attachment focused on residents' emotionality toward the community (Woosnam & Aleshinloye, 2015). Individuals come together for formal or spontaneous encounters like festivals and community cultural events because of their emotional attachment to the natural landscape and constructed surroundings, climatic changes, and shared

memories of collective heritage (Derrett, 2003). The spirit or personality of a location is said to exist. As a result, the study implies that a stronger emotional bond with other inhabitants and even tourists comes with a stronger attachment to the community.

Sociodemographic factors

Residents' sentiments about tourism are influenced by sociodemographic criteria such as their age, gender, education, and occupation. Age has garnered a lot of attention as a factor in predicting how people perceive the impact of tourism. According to MacGehee and Andereck (2004), perceptions of tourism impacts were connected to age and having lived in the neighborhood as a youngster. To put it another way, elder inhabitants see tourism as having more good effects than negative ones. According to studies by Kusadasi (2001) and Turkey (2007), elderly inhabitants have more negative attitudes toward tourists than younger residents.

Residents' opinions toward tourism have been predicted using gender as well as age. Mason and Cheyne (2000) found that men were more optimistic about tourism development than women in their research of a rural New Zealand location. The negative effects of tourism, such as increased traffic, drunk driving, noise, and crime, were more of a concern for women. They did, however, recognize the economic benefits of tourism, such as job opportunities and business opportunities.

Another important factor in predicting the attitudes of local residents toward tourism is their level of education. Andriotis and Vaughan (2003) studied the attitudes of urban residents in Crete toward tourism development and found that those with a higher level of education had less favorable responses to tourism's

effects than those with a lower level of education. Empirical research on residents' emotional attitudes and behaviors has revealed that socio-demographic factors have a variety of effects on residents' emotional attitudes. According to the study, inhabitants' emotional states are influenced by intrinsic, extrinsic, and socio-demographic factors.

Chapter Summary

The theoretical and conceptual foundations of emotional attitude and behavior were examined in this chapter. The research focus was first outlined in this chapter. After that, theories such as emotional solidarity theory, cognitive appraisal theory, and affect theory of social interaction were explored, as well as related background concepts such as emotions, components of attitude, emotional expressions, and emotional state. These hypotheses were thought to be the best fit for helping people understand and possibly explain the study's outcomes and findings. Other models include the host's attitude/behavioral responses to tourists, the Doxey Irridex model, and the Mehrabian-Russell (MR) model. The conceptual framework, which is based on the theories and models mentioned above, was also covered in this chapter. The discussion is continued in the next chapter, which looks at empirical studies that have used these concepts and theories.

CHAPTER THREE

EMPIRICAL REVIEW ON THE EMOTIONAL ATTITUDE AND BEHAVIOUR

This chapter provides an overview of empirical research on inhabitants' emotional attitudes and behavior toward visitors. The review's goal is to uncover a pattern in the literature that relates to empirical data on inhabitants' emotional attitudes and behavior. Emotional expressions, behavioural intents (or emotional response), degree of emotional connectedness, emotional states, and factors impacting inhabitants' emotional attitude and behavior toward tourists and tourism in general are all discussed in the report.

Residents' Perception of a Tourist

According to studies, tourism in destination regions has been undertaken without a suitable level of critical attention given to inhabitants' use of the term "tourist" (Berno, 1999; Amuquandoh, 2010). According to Huawen et al. (2017), it is vital to understand the meanings inhabitants attach to a visitor before asking them what they think and feel about them. In "Mémoires d'un touriste," published in 1838, Stendhal is thought to have coined the term "tourist" (McCabe, 2009). "People on transitory vacations away from home who also spend money earned from their home location rather than the place being visited," according to one of the early definitions (Shaw & Williams, 1994, p. 68). "A visitor (domestic, inbound or outbound) is regarded as a tourist if the journey includes an overnight stay," according to the UNWTO's definition (UNWTO, 2014, p. 12). Tourists and "same-day visitors" are included in the word "visitor" (Suvantola, 2002). "A traveller taking a trip to a main destination outside his or her usual environment for less than a year, for any main purpose

(business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited" is defined as "a traveller taking a trip to a main destination outside his or her usual environment for any main purpose (business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited." If a visitor's trip involves an overnight stay, he or she is categorized as a tourist (or overnight visitor), otherwise as a same-day visitor (or excursionist) (UNWTO, 2014, p. 13).

Residents describe tourists as temporary visitors from other regions, both home and abroad, according to Wu and Pearce (2013). Tourists are outsiders who will soon return home or to other destinations; tourists come to a destination for various reasons; tourists are consumers whose consumption accelerates the economic development of a destination region; tourists are recognizable in appearance because they look and act differently than local residents.

Tourists can be perceived as vulnerable persons in tourism communities, according to Cheong and Miller (2000), and they can be the targets of brokers' and locals' gazes. Residents in the locations, according to Chan (2006) and Uriely, Maoz, and Reichel (2009), interacted with tourists from sensitive origins in a flexible manner. Tourists' origins have an impact on locals' perceptions of tourists in this scenario.

Emotional State

A person's emotional state is defined as a psychological shift. Positive and negative emotions are two types of emotional states. Happiness, anger, fear, sadness, hostility, guilt, and surprise are all considered different emotions, according to numerous theories, because they are thought to be distinct

experience states resulting from separate causes (Izard, 1977). Some even consider these feelings to be "fundamental" (i.e., they exist from birth and have distinct adaptive importance) (Stein & Oatley, 1992). Negative emotions including wrath, resentment, and fear, according to Woosnam (2012), are distinguishing factors. Residents' attitudes and actions are motivated by this emotional condition. Robinson and Clore (2002) found that our beliefs, such as those about gender stereotypes, have an impact on our retrospectively reported feelings. Women show more strength of emotions than men, according to previous studies based on retrospective reports (Seidlitz & Diener, 1998).

However, Hetland et al. (2016) discovered that gender differences do not reflect a clear pattern in their study on online and retrospective emotions in Norway. They discovered that males expressed higher happiness when watching a ski film and women expressed more fear when watching tourist advertising. Quality service delivery is linked to positive feelings like joy and excitement, while service failure attributed to the provider is linked to negative emotions like rage, according to research. Mattila and Enz (2002) and Soderlund and Rosengren (2004), for example, claim that locals' emotional behavior, such as happy smiling and eye contact, influences tourists' overall impressions.

Jenny Lee (2015) discovered that happiness was a major predictor of residents' attitude among all emotional experiences. Residents' experiences were influenced far more by joy and happiness than by other statistically significant emotions like rage. Negative emotions like as wrath and fear, on the other hand, have been proven to have a positive effect on residents' attitudes by Jiang and Wang (2006), Martin et al. (2008), and Hume and Mort (2010).

Emotional experiences are definitely a significant influence of residents' support behavior, according to an empirical review. When pondering the concept of having tourists in their community, residents may feel a mixture of positive and negative feelings. Residents' emotional experiences (joy, love, and positive surprise), according to Faullant, Matzler, and Mooradian (2011), have an impact on their overall view and attitude.

Emotional Expressions

In recent decades, tourism researchers have begun to pay more attention to emotions. However, little research has been done on the many sorts of emotions that are prevalent among locals in host countries, identifying their emotional state and how these feelings are portrayed toward tourists (Woosnam, 2009; Lee & Kyle, 2012). According to existing studies, a person's emotional expressions are enough to determine their interior emotional condition. Emotions are thought to be physiologically basic and consistent throughout persons and cultures, according to certain ideas (David, 2008; Ekman, 1999). Because they see emotion as physically fundamental, these perspectives are commonly referred to as "basic emotion" perspectives. The research agrees that citizens' emotional feelings such as love, joy, despair, and rage may have an impact on the tourism business as a whole (Frijda, 1986).

Despite the fact that there are few studies on emotions in the tourism landscape, it can be inferred from some works that nonverbal expressions (facial expression) are claimed to be universal and linked to subjective feelings, and that they are important for communicating what individuals feel, intend to do, and who they are (Ekman, 1993; Keltner, 1995; Mauss et al., 2005). Emotional

emotions on the face are extremely essential stimuli for communicating important nonverbal messages to others (Van Kleef & Van den Berg, 2011).

The findings of many studies on emotional expression tend to focus on verbal and non-verbal modes of display, depending on aspects including situation, career, cultural background, and biological features. Similarly, results in the field of emotion concur that all humans communicate emotions through their voices, faces, and bodies (Frijda, 1986). Changing linguistic tactics to minimize people's reactions to emotional emotions has been shown to be effective in a number of studies. People consistently rated forceful expressions as more competent, suitable, and rewarding than aggressive expressions in a hypothetical scenario involving rage expression from a romantic partner, according to Sereno, Welch, and Braaten (1987).

Residents' distinct emotions influence their emotional expression, which influences their behavior intention, according to Jang and Namkung (2009) and Ma et al. (2013). Guerrero and La Valley (2006) divided emotional expression into two categories: constructive and destructive emotional expression, as well as active and passive emotional expression. Destructive expressions are antisocial and competitive, while constructive expressions are pro social and cooperative. Each emotional state, according to Robinson (2009), is associated with a specific pattern of expression (Ekman, 1994).

A focused look, constricted eyebrows, compressed lips, quick gestures, and a heightened voice, according to Desmet (2004), are all signs of rage. As a result, happy expressions indicate that the environment is regarded as beneficial and kind. People express their happiness through smiling, according to Ekman (1997), which conveys information about the expresser's pleasant state. Smiles,

offering aid, accepting people, giving out complementary cards, exchanging presents with tourists, and creating personal relationships are all popular ways in which individuals exhibit their satisfaction, according to Croes and Lee (2016).

In the field of tourism, research on how socio-demographic characteristics influence tourism's effects on happiness is exceedingly sparse and provides little information. Tse's study (2014), on the other hand, is one of the few to show that the age of visitors has a negative impact on the impact of tourism on life satisfaction. According to Tse, one reason why young people believe tourism has a stronger impact on happiness is that they are more openminded and, as a result, more susceptible to the improvements that tourism may bring about.

In research such as (Nawijn, 2011; Tse, 2014), no significant effect of gender on tourist impacts on happiness was discovered. Larsen and Diener (1987) based their findings on retrospective reports and found that women are more emotionally expressive than men when it comes to residents' expressions of happiness toward tourists. Surprising events often elicit a neutrally valence emotion known as surprise (Meyer, Reisenzein, & Schutzwohl 1997). Positive and negative surprises were widely classified in the literature into two groups. Unexpected satisfaction promotes positive surprise, which is communicated by facial expressions like a smile, while unexpected negative surprise is expressed by facial expressions like frowning, according to the findings of Reinhard et al. (2017).

One of the most basic emotional expressions is that of grief. Sadness is an emotional state marked by disappointment, grief, and a sense of helplessness.

People may deal with grief in a variety of ways, depending on how they view things and the circumstances in which they find themselves (Sprecher, 2001).

Guerrero and Reiter (1998) found two types of responses to sadness: social support seeking (spending time with loved ones and talking about concerns with them) and positivity/distractions (acting cheerful and keeping busy with activities). Lazarus (1991) discovered that sadness is linked to passivity and withdrawing tendencies.

Constructive responses to sadness, according to Guerrero and Reiter (1998), allow people to go about their daily activities, divert themselves from their troubles, and seek comfort from others. Fear is one of the most basic emotions triggered by a perceived threat or danger, and it results in physiological and behavioral changes. The impression of danger triggers the fear reaction, which leads to confrontation with or avoidance of the threat. For immediate and physical threat (eg, losing one's job), Buckley (2016) discovered that people experiencing anxiety try to avoid it by moving their hand away or taking a step back.

Guilt is a negative affective self-conscious emotion that occurs in response to transgressive behavior or failures that involve a violation of an internalized moral standard or value (Tangney & Dearing, 2002). Guiltprone has been linked to a number of adaptive and self-regulatory outcomes. Empirically, Aune et al. (1998) developed scales to measure four responses to guilt, these are, *apology/concession* included behaviours such as “apologize” and “admit responsibility” *Explanations/justifications* was comprised of behaviours such as “give an explanation for my actions” and “give reasons”. *Appeasement* consisted of behaviours such as “be extra nice to the person and to promise not

to repeat the action again”. Finally, denial or withdrawal included behaviours such as avoid or reject.

Emotional expressions can be expressed verbally, in the face, through the voice, postures, or any combination of these channels, and can influence individuals' attitudes, cognitions, and/or behavior, according to a review of empirical studies on emotional expression (Van Kleef et al., 2011). Men and women have different emotional experiences and expressions, according to Ruble, Martin, and Berenbaum (2006) and Eliot (2009) research. Women are more emotionally expressive than males on several levels, according to Carducci (2000). Women tend to experience their emotions more intensely than men, and they show a higher level of awareness of their emotions and process them better than men. Gender role stereotypes, according to Borland et al. (1998), influence the quality of emotional expression, as evidenced by the fact that boys are trained not to cry and girls are taught not to show violence. This is a mindset almost unconsciously transferred over generations but if emotional awareness can be developed, undesirable gender typifying may also decrease. People express emotions through facial expressions such as smiling, aggression, insomnia, laughing, alertness, screaming, activity level, attention or distraction, approach or avoidance, and activity level, attention or distraction, approach or avoidance, according to additional evidence from the literature. Some of these habits can be found in people from many walks of life (Ekman & Friesen, 1978). Residents' emotions have a significant impact on resident support or passive object behaviors, according to recent studies (Ouyang et al., 2017; Zheng et al., 2019). Residents' emotions provide an affective cue that influences tourists' behavior and tourism development in general.

Emotional Connection

This has to do with the emotional bonds that residents have with visitors. Woosnam (2011) conducted research on the relationship between tourists and locals in Beaufort County, South Carolina, and discovered that shared beliefs, shared behavior, and interaction greatly predict residents' emotional connection with residents. As a result, emotional connection, empathetic understanding, and a welcoming environment arise from inhabitants and tourists sharing similar values and behaviors, as well as pleasant contact. These have a tendency to promote feelings of unity. Woosnam et al. (2008) investigate further the findings of the first research of resident-tourist interactions in Beaufort County, South Carolina. It was discovered that among the three criteria studied, the inviting nature, emotional closeness, and sympathetic understanding, the welcoming nature was the biggest predictor of residents' emotional connection to tourists.

Although emotional closeness to tourists does not directly predict residents' support for tourism development, it does predict the contributions the tourism industry makes to the community, according to Woosnam (2012). As a result, citizens who formed emotional bonds with tourists have formed friendships with them and are better able to see the benefits of tourism development. Friendships like this are a perfect example of the social benefits that tourism can bring to a location.

Residents are more likely to perceive a sense of closeness with tourists when they have more positive interactions with tourists, according to Woosnam and Aleshinloye (2015). This is because when locals interact with visitors, hostility and prejudices are reduced, resulting in increased emotional closeness

(Carmichael, 2000). According to the emotional solidarity theory, connections between visitors and locals might lead to partnerships and emotional affinity. Residents will realize they are not completely different from tourists if they see parallels with them.

Woosnam and Aleshinloye (2012) found that residents' level of support for tourism development is strongly correlated with their sympathetic understanding of tourists. Residents would have a more positive and supportive attitude toward tourism development if they had a better level of sympathetic empathy towards tourists (Woosnam, 2012). Similarly, Woosnam (2012) found that sympathetic understanding has a major influence on attitude in the sense that people who live in a tourist destination area will be able to grasp and comprehend tourists' feelings (Draper et al., 2011). Furthermore, Wang and Xu (2015) discovered that residents' emotional reactions to tourists are unlikely to be spontaneous, as this element is heavily influenced by their self-perception of tourists' travel behavior and attitudes. When there are linguistic differences or a language barrier, emotional connection between residents and visitors can be reduced (Lee, 2014). Residents who speak their original languages have a hard time communicating and connecting with visitors.

Residents' emotional connections, according to Urry (2002) and Wearing et al. (2010), are occasionally influenced by tourists' interest in the destination's local culture, which influences their openness to befriending locals. Residents' friendliness and tourists' delight in getting to know the locals both contribute to a higher level of emotional bonding. Using the three elements (welcoming nature, emotional closeness, and sympathetic understanding) of the

ESS by Dukheirm, an empirical assessment of the literature examined inhabitants' varying degrees of emotional connectedness and their attitude toward tourists.

Determinants of Residents' Emotional Attitude

The literature reveals that a variety of factors influence inhabitants' views toward tourists and tourism development, either directly or indirectly (Sharpley, 2014). To begin, Woosnam (2011) found that substantial research frameworks primarily focused on locals' attitudes toward tourism growth rather than residents' feelings towards tourists and the commonalities between inhabitants and tourists in his empirical review. According to Woosnam (2011), inhabitants' attitudes toward tourists are influenced by shared behaviors, shared values, and interaction. Woosnam (2012) went on to show that citizens' emotional solidarity may accurately predict how they will react to tourists.

In terms of tourism's economic dependency, Nielsen Company (2010) agreed that the economic benefits have a favorable impact on locals' attitudes because tourism generates more job chances. Previous research has found that the more an individual's or a community's economic reliance on tourism, the more favorable an individual's or a community's attitude toward tourism is (Harill, 2004 and Sharpley, 2014). According to studies, residents are more likely to view tourism as a tool that reduces unemployment by creating new job opportunities, attracts new business and new investment opportunities, generates additional business for locals and small businesses, and generates revenue for local governments and communities (Gursoy & Rutherford, 2004). Residents' sentiments are favourable during the early phases of tourism development in the target area, according to Doxey (1976), but become increasingly negative as the destination approaches stagnation. In contrast to

previous research (Doxey, 1975; Butler, 1980; Allen et al., 1993; Harill, 2004), Huawen Shen, Jianming Luo, and Aimin Zhao's 2017 study revealed that residents had very positive attitudes toward tourists during the third stage and believed that tourists only contributed to the development of the economy during this stage.

However, local reactions are influenced by the type of tourists, according to Faulkner & Tideswell (1997) and Dogan (1989). Dogan (1989) proposed that the type of visitors who visit a town may have an impact on how people react to tourism. The physical distance between the resident's home locality and the main tourist zones is a significant element in determining the attitude of local residents toward tourists. According to studies, the closer inhabitants are to the tourist center or the higher the density of tourists, the more favorable their assessments of the effects of tourism and attitudes toward tourism development are (Belisle & Hoy, 1980; Mansfeld, 1992; Harill & Potts, 2003). However, a study by Huawen Shen, Jianming Luo, and Aimin Zhao (2017) contradicts the aforementioned findings, claiming that inhabitants' sentiments toward visitors are unaffected by their distance from the tourist center; their empirical data revealed no variations in people's views toward tourists.

Another aspect that affects the emotional attitudes of local residents is cultural stereotyping. Residents have relatively unfavourable impressions of tourists based on their appearances, personality, and behaviors, according to studies (Yeung & Leung, 2007). Culture, according to David (2008), can have a significant impact on how people express, perceive, and experience emotions.

Structure, norms, expectations, and regulations are provided by the society in which we live to help us comprehend, interpret, and express diverse emotions.

Gender (Ritchie, 1988; Weaver & Lawton, 2001), age (Brougham & Butler, 1981; Madrigal, 1995; Fredline & Faulkner, 2000; Weaver & Lawton, 2001), and education (Brougham & Butler, 1981; Madrigal, 1995; Fredline & Faulkner, 2000; Weaver & Lawton, 2001) have all been studied in relation to socio-demographic characteristics (Weaver & Lawton, 2001).

The conclusions of the empirical association between residents' attitudes and age factors include some major flaws. For example, Tomljenovic and Faulkner (1999) discovered that senior people are just as welcoming to visitors as younger residents. However, according to Kusadasi (2001) and Turkey (2007), older inhabitants have more negative attitudes toward tourists than younger residents. In terms of education, better educated people have a more favorable opinion of tourism (Weaver, 2001). Residents with a tourism education were more supportive of tourism because of the economic and social benefits (Weaver, 2001). In this context, the Greek island of Samos comes to mind. According to Haralambopoulos & Pizam (1996), well-educated people have more favourable sentiments toward tourism. The few empirical investigations on residents' emotional attitudes and behavior demonstrate that socio-demographic traits, intrinsic and extrinsic factors all have an impact on residents' emotional attitudes and behavioural responses in different ways.

Residents' Behavioural Response

The levels of satisfaction and discontent have a significant impact on a person's behavioral intention. The translation of purpose into action, which can be influenced, is referred to as behavior. The two sorts of behavior that exist within such emotional states, according to Mehrabian and Russell (1974, p. 339) are approach and avoidance. Positively appraised people are more likely to

approach others, while negatively appraised people are more likely to avoid them, according to Mehrabian and Russell (1974). Positive responses to tourists are expressed through verbal and nonverbal communication (i.e., preference or liking), facilitation of social interaction in the environment (i.e., affiliation, attraction, positive evaluation), and improvements in task performance and satisfaction within the named environment. The urge to depart, indifference, and alienation from those surroundings are most powerfully shown in avoidance behaviors.

Consumer responses to retail store environments have been researched in the services and tourism literature for each of these behaviors. Donovan and Rossiter (1982) discovered that approach behaviors to a retail store include store patronage intentions, willingness to readily search for products and services offered by the store, willingness to interact with sales personnel at the store, and increased time and money expenditures as well as shopping frequency. Similarly, Yüksel (2007) discovered that emotions elicited by shopping settings in a tourist site influence reactions like future revisit intention and perceived value. Barsky and Nash (2002) looked at how emotions affect consumer loyalty to hotels in a hotel context. They discovered that certain feelings, such as comfort, play a significant influence in the decision-making process when it comes to willingness to pay and desire to return to that hotel.

Lee et al. (2005) looked at how visuals of a place holding an international athletic event affected visitor ratings, revisit intention, and willingness to suggest in the context of events and festivals. Favorable emotions, elicited by positive images of a place and positively perceived service quality, had a strong

direct effect on visitor satisfaction and desire to suggest, but no effect on the intention to return, according to Lee et al. (2005).

Residents form opinions about tourists based on past interactions. They also go through a mental process of deciding whether they like or loathe tourists (Colgate & Lang, 2001). Residents with positive attitudes toward tourists will engage in behaviors that enhance tourism activities in their areas, according to Nunkoo and Ramkissoon (2010). Some essential behaviors in this sector include recommending tourist activities to others in the host communities (advocacy behavior) (Palmer et al., 2013), as well as participating in tourism activities in their own communities (self-consumption) (O'Shaughnessy & O'Shaughnessy, 2003).

Residents' opinions will impact the amount to which local communities engage or do not engage in behaviors that encourage tourism, according to Andereck and Vogt (2000) and Andriotis (2005). Furthermore, data from Woosnam et al. (2012) suggest that communities' perceptions of tourism impacts and development are influenced by connections between residents and visitors visiting places. Residents may react positively to development if their relationships are excellent. If, on the other hand, connections are strained, residents' issues should be addressed in both an informal (e.g., word-of-mouth) and formal (e.g., structured focus groups or town hall meetings that involve people and their worries about tourists, tourism, and development). "Involvement of locals in the planning and operational stages helps ensure that development is socially and environmentally responsible, and that the resulting impacts are seen as suitable by the host community," Gursoy, Chi, and Dyer (2010) say (p. 383).

More specifically, Vargas-Sanchez, Porrás-Bueno, and Plaza-Mejía (2014) discovered that residents' emotional responses are most strongly influenced by their impression that positive consequences exceed negative repercussions. The resident's place of birth, duration of residence, degree of knowledge about tourism and the local economy, ownership of the dwelling, a feeling of need to stay apart from the community, the number of local organizations of which the resident is a member, the number of other family members living in the district, regional identity, and the degree to which the resident "feels at home" in the locality are all factors that influence the resident's behavioural response.

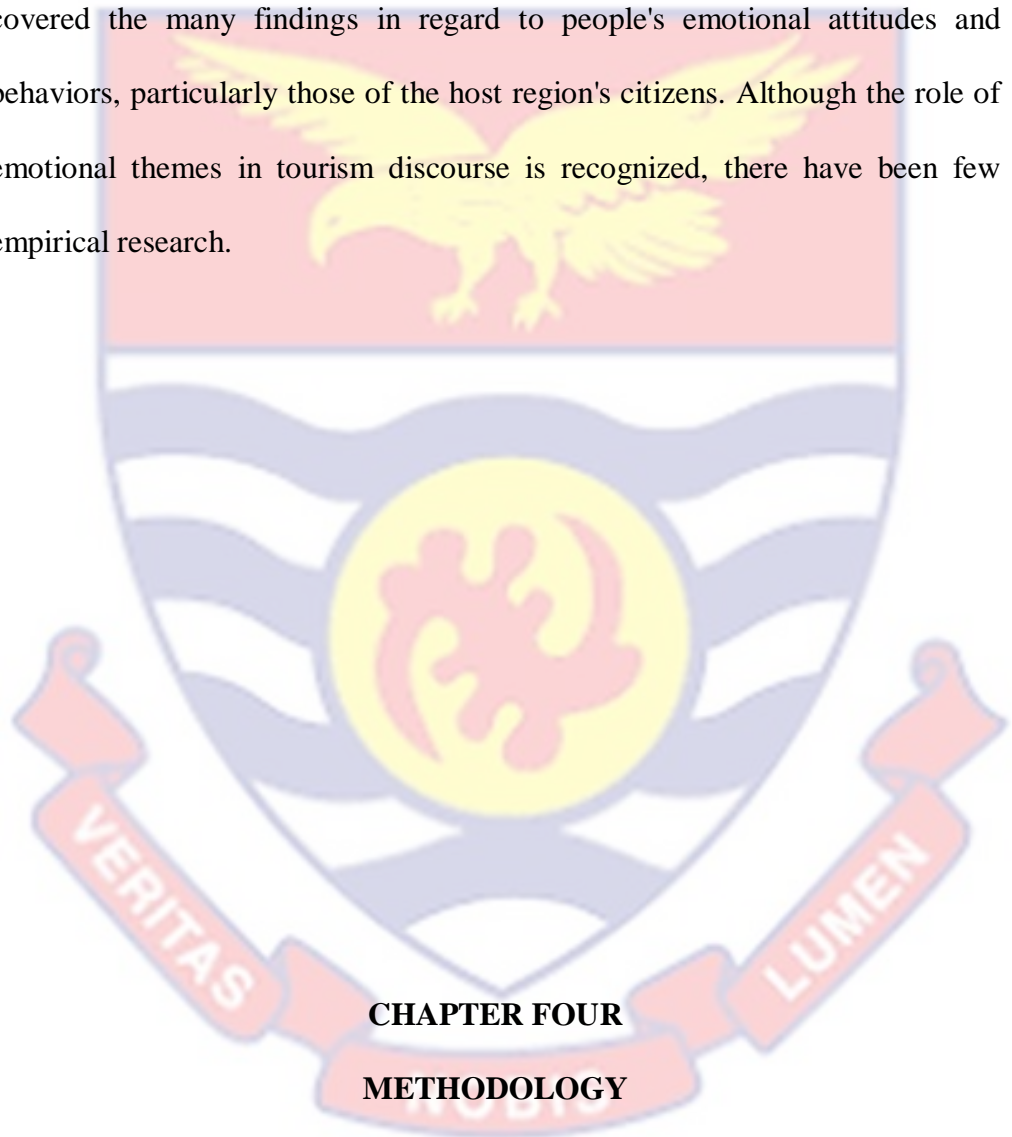
Similarly, Gursoy and Kendall (2006) found that residents who see particularly beneficial impacts have a more favorable attitude toward increased tourism development, drawing on Ap (1992). Visitors' behavior appears to be seen more favorably by people who profit from tourism activities for a variety of reasons, including greater tolerance (tourists are seen as a "necessary evil") and familiarity (these inhabitants are more used to the presence and behavior of tourists) (Harrill, 2004; McGehee & Andereck).

Residents' responses to tourism development are influenced by sociodemographic (e.g., age, gender, education, length of residency, and race/ethnicity) socioeconomic (e.g., income and economic dependency), spatial (e.g., physical distance between residents and tourists), and travel behavior (e.g., residents' degree of recent international and domestic travel). Based on the empirical and theoretical evidence, it was hypothesized that residents' perceptions induced pleasant or negative feelings (emotional states) that influenced their judgments (i.e., approaching responses or avoidance response).

Residents' emotional states, such as happiness, fear, anger, sadness, guilt, and surprise, produce two distinct behavioral responses or displays.

Chapter Summary

This chapter looked at empirical studies in psychology, sociology, and tourist literature that looked at emotions and attitudes. The first section of the chapter covered the many findings in regard to people's emotional attitudes and behaviors, particularly those of the host region's citizens. Although the role of emotional themes in tourism discourse is recognized, there have been few empirical research.



CHAPTER FOUR METHODOLOGY

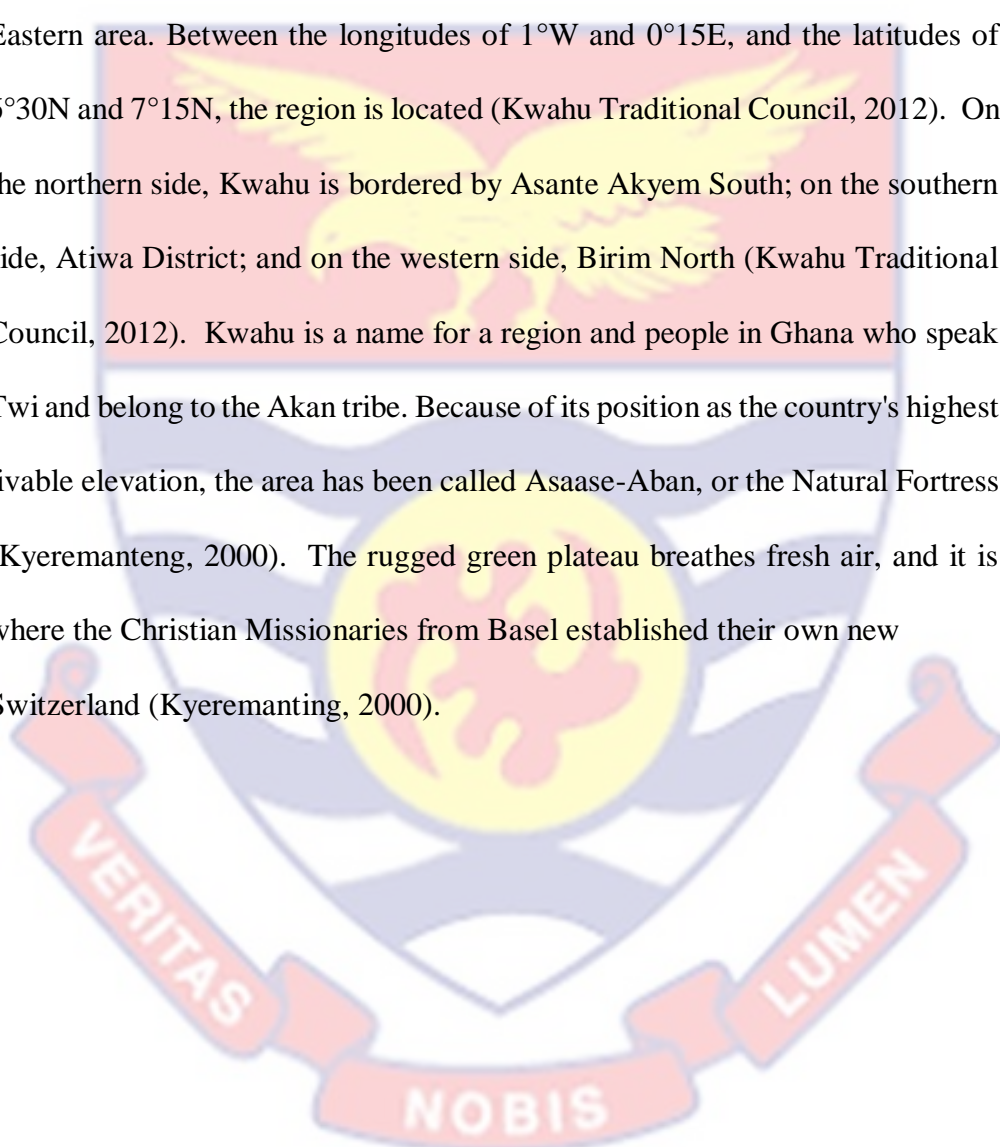
Introduction

The methods used to collect data in order to meet the objectives are described in this chapter. This chapter begins with an overview of the research area and the rationale for its selection, as well as the research philosophy and methodology. Data sources, target populations, sample processes, data

collection methods, research instruments, field concerns, data processing and analysis, and ethical considerations are among the other topics discussed in this chapter.

Study Area

Kwahu Traditional Area is the study setting. It can be found in Ghana's Eastern area. Between the longitudes of 1°W and 0°15E, and the latitudes of 6°30N and 7°15N, the region is located (Kwahu Traditional Council, 2012). On the northern side, Kwahu is bordered by Asante Akyem South; on the southern side, Atiwa District; and on the western side, Birim North (Kwahu Traditional Council, 2012). Kwahu is a name for a region and people in Ghana who speak Twi and belong to the Akan tribe. Because of its position as the country's highest livable elevation, the area has been called Asaase-Aban, or the Natural Fortress (Kyeremanteng, 2000). The rugged green plateau breathes fresh air, and it is where the Christian Missionaries from Basel established their own new Switzerland (Kyeremanteng, 2000).



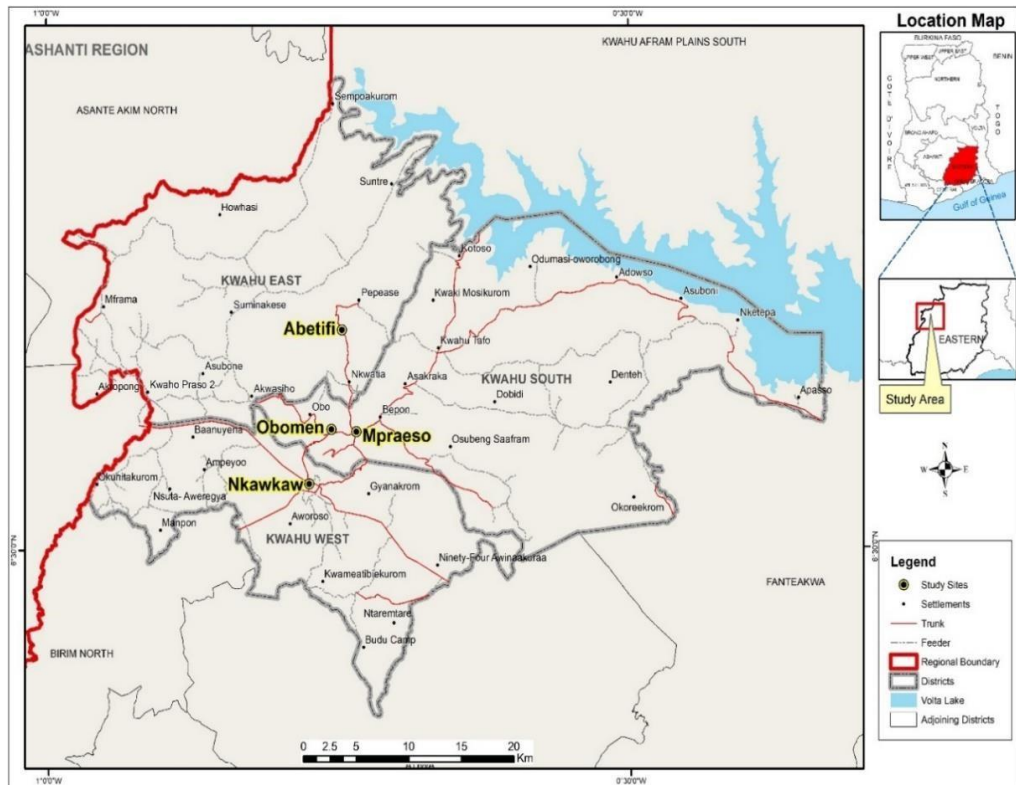


Figure 6: Map of Kwahu Traditional Area (Kwahu South, Kwahu East and Kwahu West)

Source: Remote Sensing Unit of the Department of Geography and Resource Development, UG (November, 2018)

The District is divided into three physiographic regions: the Southern Voltarian Plateau, which is made up of a series of escarpments, the Forest Dissected Plateau, which is made up of steep-sided Birimian rocks rising to heights of up to 240 meters above sea level, and the Plains, which stretches into the Southern Voltarian Plateau and rises from 60 meters to 150 meters above sea level. Waterfalls, ancestral caverns, walkways, and Neolithic engravings are among the noteworthy characteristics found in several of the mountains. With a height of 2,535 meters, the Odweanoma Arc Mountain (OAM) at Obomeng is Ghana's second highest mountain, and it houses television, radio, and civil aviation antennae receptacles (KSDA, 2012). The mountain also aids in the

promotion of the Kwahu Paragliding Festival in the country, as it was named "a fantastic take-off site for paragliding" by worldwide experts (GTB, 2010). The climate is semi-equatorial, having major and minor rainy seasons throughout the year. The main rainy season runs from April to July, and the secondary season is from September to October. The yearly rainfall ranges from 1580 to 1780 millimeters. It is a region in Ghana that is located approximately 2080 feet above sea level and boasts a fairly pleasant climate, with monthly temperatures averaging 30°C during the dry season and 26°C during the wet season. The relative humidity level varies between 75% and 80%. Tourists, particularly international visitors, are drawn to the area because of its distinctive climate (KSDA,2012).

Kwahus are business travelers who have visited Accra, Suhum, Nsawam, and Secondi, among other places. These enterprises frequently kept people overworked throughout the year, with the exception of two months following Christmas, when their operations dropped. The Kwahu people returned home during the off-season to contemplate and settle family concerns with their relatives. This grew over time, coinciding with Easter, culminating in the well-known Easter event known as 'Kwahuoo Kwahu.' People travel from all across Ghana to enjoy the tranquility of the Municipality's mountainous setting (KSDA, 2012).

Nkawkaw, Abetifi, and Mpraeso, the district capitals of Kwahu West, Kwahu East, and Kwahu South, respectively, were chosen for this study. Because Obomeng is the core of KEF, Obomeng was added to Mpraeso to make it four instead of three communities (KSDA, 2012). The following factors influenced the decision to include these communities in KTA:

To begin with, these communities in KTA have a greater number of tourist attractions, spanning from ecotourism to cultural tourism. The sites include Odwenanoma's paragliding spot, Oworobong Falls, Oku-Abena Falls, and Kotoso's magnificent rock sculptures.

Second, these places are well-equipped with tourist attractions such as hotels, guesthouses, and recreational grounds. Finally, both domestic and international tourists flock to these locations (GTA, 2017). This research was carried out in four communities from three district capitals, as previously noted. Starting with Mpraeso and Obomen from Kwahu South District, the next section delves into these communities.

Mpraeso and Obomen in Kwahu South District Assembly (KSDA) This district was chosen because Mpraeso and Obomen are the epicenter of the Kwahu Easter event in KSD (KSDA, 2012). Kwahu South District Assembly (KSDA) in Ghana's Eastern region has Mpraeso as its district capital. It is situated on the Kwahu Plateau, which forms the south-western border of Lake Volta, at an elevation of 367 meters. Mpraeso is a 1462 km² island located between the longitudes of 0° 44' 4" W and 6° 35' 35" N. (KSDA, 2019). In 2018, the total population was 6,679, with 3124 men (47%) and 3545 women (57%) making up the majority of the population (GSS, 2019). In the neighborhood, the average household has 4.1 people (GSS, 2019).

KSDA's commercial heartland is located here. Due to the famous Kwahu Easter Festival, which is associated with paragliding, the area receives a reasonable amount of domestic and foreign tourists (KSDA, 2012). The Kwahu Easter Festival has its epicenter in Mpraeso. Obomeng is a major town in the Kwahu region. The Kwahu Traditional Council's Nifa Division owns the land.

Obomeng is known as the "Gateway to Kwahu" since it is the first town in Kwahu after passing through Nkawkaw and Nsuta (KSDA, 2012). Obomeng is located at 0° 45' 26" west longitude and 6° 35' 38" north latitude. In 2018, the total population was 4,702, with 2,288 men (49%) and 2,412 females (51%) living in 4.1-person households (GSS, 2019).

The agricultural and tourist sectors are the economic backbones of Mpraeso and Obomeng (KSDA, 2012). The district, as a whole, has a lot of potential for tourism (GTA, 2017). Kwahu is one of the most diversified locations in the country due to its various topography and people's way of life. The prominent escarpment, which reveals horizontal beds of sandstones; the

Oworobong and Oku-Abena water falls; the impressive rock structures of Kotoso and Amartey, as well as the famous Bruku inselberg near Tafo; the luxuriant forest at the foothills of the Kwahu mountains and several traditional grooves; and the bracing climate (cool climate) on the Kwahu scarp, as at Mprae. The emergence of hotels in the area, as well as improvements in roads and telecommunication networks, have been notable developments related to tourism over the last two decades (KSDA, 2017).

The first "Ghana Hang and Paragliding Festival," held on the Kwahu Mountains (Mt. Odweanoma) in March 2005, was organized by the Ministry of Tourism in partnership with the Ghana Tourist Authority and the Kwahu South District Assembly. The episode was witnessed by a large number of Easter vacationers and was well-publicized by the media, particularly "Adom Fm Station" (KSDA, 2017). The program's success prompted the Ministry to organize a second paragliding event in 2006, bringing the Minister's aim of making Kwahu a popular tourist destination closer to reality. Now, as part of

the Kwahu Easter Festival, paragliding is a popular tourist activity in KSDA. The Ministry of Tourism has succeeded in establishing Kwahu South as a tourism destination and putting it on the international tourist map. The photos below show some of KSDA's tourist attractions and activities.



Plate 2: Paragliding Site at Odweanoma



Plate 3: Easter Festival Celebration Mood at Obomen Source:
Field work (2019).

The district was chosen because it offers a diverse range of tourism opportunities, including natural, physiographic, and cultural outdoor resources. Within the Kwahu eco-tourism villages, there has also been progress in terms of adding value to some locations (KSDA, 2017). Three new adventurous attractions have just been added to KSD (zip line, canopy walkway & 877 steps). Other tourist attractions include the Nkofieho Hunters Cave, paragliding, and Amartey Rock City, all of which contribute to the country's tourism development (KSD Assembly, 2017). Second, the tourism business is aided by a variety of hotel amenities ranging from budget to 2-star hotels such as Modak Royal Hotel, Wags, Lordy, and Lordy Royal Hotel. Finally, KSD is the epicenter of the world-famous Kwahu Festival, which draws thousands of visitors from all over the world (GTA, 2017).

Nkawkaw in Kwahu West Municipal Assembly (KWMA)

The administrative center of the KWMA is Nkawkaw. It is Ghana's second-largest city in the country's Eastern Region (KWMA, 2017). The population of Nkawkaw was 58,642 in 2018. (GSS, 2019). There are 5.0 people per home on average (GSS,2019). Kwahu South District used to encompass the town (KWMA, 2017). The location of Nkawkaw to the south of the foot of the Kwahu scarp, according to Nkansah-Kyeremanteng (2000), gave the area a significant significance. The following factors influenced the decision to choose Nkawkaw: To begin, Nkawkaw is referred to as the "Southern Gateway to Kwahu" (Boateng, 1996), as it is the tourist's initial point of contact. Second, the town's business and transportation functions, as well as its strategic geographic location, have made it a popular tourist destination. Finally,

Nkawkaw has evolved into a transportation hub, serving both domestic and international visitors. The Municipality also boasts three forest reserves: the Southern Scarp Reserve, Kade-Bebo Reserve, and Nkawanda Reserve, all of which are eco-tourist destinations (Forestry Division, KWMA). Furthermore, when paragliding takes off from Atobie in KSD, Nkawkaw is the landing spot. The majority of visitors do not return to Atobie after landing and instead seek lodging in Nkawkaw. Tourists flock to the area due to the numerous recreational and lodging options available, including the Kwadisco Hotel, the Real Parker Hotel, the Top Way Hotel, and Hotel De Ship.

Abetifi in Kwahu East District

The administrative capital of Ghana's Kwahu-East District (KED) is Abetifi. Longitudes 0° 45' 0" W and 6° 40' 0" N define the region. The town of Abetifi is located at a height of 2080 feet above sea level and has a mild climate (KED,2018). Abetifi had a total population of 12,482 people in 2018, with 5,632 (45%) men and 6,843 (55%) females (GSS, 2019). The average household size was 5.0 people (GSS, 2019). Abetifi was chosen for the study because it is the highest livable point in Ghana and attracts a large number of tourists, particularly foreigners, due to its pleasant air (GTA, 2017). There are also tourist attractions in the vicinity, such as the Remseyer Memorial Presby Church, which was built by European missionaries.



Plate 4: Remseyer Memorial Presby Church, Abetifi



Plate 5: Highest Habitable Point in Abetifi 1080ft. a.s.l.

Source: Field work (2019).

Research Philosophy

Pragmatism is the philosophical foundation for this study. Mixed methods research is guided by the pragmatism concept, which states that every study can use many methods if they are appropriate. It encourages the use of a variety of

methodologies, all of which are appropriate, while acknowledging knowledge's objectivity and subjectivity. It claims that, regardless of the situation, the mixed methods technique can be used (Hanson et al., 2004). The greatest paradigm for justifying mixed-methods research has been lauded as pragmatism (Rallis & Rossman, 2003; Teddlie & Tashakkori, 2003; Pansiri, 2005).

Davies (2003) believes that the complementarity of quantitative and qualitative data is critical in tourism research, and that the two methodologies should be combined to establish a sensible 'logic of inference' for tourism. The epistemological frameworks of positivist and interpretive epistemology intersect in tourism research. According to Davies (2003), a combination of research methodologies can serve reciprocal objectives, improving and extending current knowledge by filling in gaps that studies using a single strategy are unable to do.

The positivist approach investigates the relationship between variables with the primary purpose of mathematically analyzing and describing the relationship. Interpretivism provides a variety of viewpoints that contribute to a more complete and sophisticated picture of the situation at hand (Creswell, 2007). The pragmatism in this study is governed by positivism and interpretivism. The following are the justifications for using the pragmatism method in this study. The greatest paradigm for justifying mixed-methods research has been lauded as pragmatism (Teddlie & Tashakkori, 2003; Rallis & Rossman, 2003; Pansiri, 2005). Furthermore, it establishes a set of assumptions about knowledge and inquiry that underpins the mixed methods approach and distinguishes it from purely quantitative approaches based on a post positivist philosophy and purely qualitative approaches based on an interpretivism or constructivism philosophy

(Maxcy, 2003; Rallis & Rossman, 2003; Johnson & Onwuegbuzie, 2004). The pragmatic paradigm approach gives particular advantages in comprehending their experience from the perspective of residents, since the study's focus is on emotional experiences. Aside from the reasons stated above, a pragmatic approach improves the results' validity and reliability.

Research Design

The mixed method approach was used for the study because of the study's ideology (pragmatism) and the study's overall goal. This study was able to collect both quantitative and qualitative data because to the mixed method methodology. The choice of mixed method research was made based on its compatibility with the study's underlying tenets. To begin with, the mixed method approach aided in providing new perspectives on the phenomena being studied by allowing the integration of various data types (Esterby-Smith et al., 2002). In tourist research, the most common and preferred strategy has also been a blend of methods (Pansiri, 2005). When it came to prioritizing quantitative and qualitative data in a mixed method study, the researcher gave them both equal weight. Creswell (2006) describes four variations of Triangulation Design in terms of how quantitative and qualitative data were merged. The convergence model, data transformation model, validating quantitative data model, and multilevel model are all examples of these models. The first two models differ in terms of how the researcher seeks to blend the two data kinds (during interpretation or analysis), the third model is used to improve survey findings, and the fourth model is used to study different degrees of analysis.

A convergent parallel mixed approach was used in the research. The convergence model is the standard mixed techniques triangulation design model (Andrews & Halcomb, 2009; Creswell & Plano Clark, 2017). The convergent parallel design requires the researcher to conduct both quantitative and qualitative elements in the same phase of the research process, to weigh the methods equally, to analyze the two components independently, and to integrate the results into an interpretation of the phenomena under investigation (Creswell & Pablo-Clark, 2011). During the same phase of the research process, it analyzes multiple research questions or distinct parts of a research topic using different data sources for validation (Creswell Plano Clark, 2011). Data was collected continuously, individually analyzed, and the results were merged into an understanding of the phenomena under investigation using this design. The cross-sectional study was chosen as the study's guide because of the research design stated above. Data is collected from research participants at a specific time or over a short period of time in cross section investigations (Olson & George, 2004). The design was chosen to add to a study because it allows researchers to study a large number of people in a short amount of time to determine the causes and prevalence of a phenomenon.

Data and Sources

Primary and secondary sources of information were used to compile the study's data. A list of tourists' sites and facilities, a list of households from the Kwahu South District Assembly (KSDA), Kwahu West Municipal Assembly (KWMA), and Kwahu East Municipal Assembly (KEDA), data from the Kwahu Traditional Development Council, and reports from the Ghana Tourist Authority were among the secondary data. The focus group discussions (FGD) contained data

from household heads over the age of 18 in the communities, while data from primary sources were acquired through the field survey.

Target Population

Household heads over the age of 18, opinion leaders, and those who have direct contact with tourists were all included in the study's target group. The objective behind choosing household heads over the age of 18 is that they are more likely to have had interaction with visitors and thus be able to supply information for the study questionnaire because they have stayed there for a long time.

Drivers, traders, store owners, and tour guides formed the second group of residents for the qualitative (IDI) aspect. These individuals were chosen because they were most likely to have come into touch with visitors on a regular basis. Opinion leaders from the three districts made comprised the third group. Linguists, sub-chiefs, Kwahu Traditional Council employees, Church elders such as catchiest, and others are among these opinion leaders. These individuals were chosen due to their roles in the communities, which may have allowed them to interact with tourists and have had sufficient discussions about the tourism business in the community.

A household is described as a person or group of people, related or not, who live in the same house or complex, share the same housekeeping arrangements, and are provided for as a single unit (Ghana Statistical Service, 2000). A household head is a male or female household member who is recognized as such by the other members of the household. In most cases, the head of household is the person who is in charge of the household's economic and social affairs (Ghana Statistical Service, 2000).

Sample Size

A total of 709 people from Nkawkaw, Mpraeso, and Abetifi participated in the study. The survey data included 670 inhabitants (household heads), 15 residents (5 from each district capital) for the IDI debate, and 24 opinion leaders (8 from each district capital) for the FGDs discussion. In the case of survey data, Yamane's (1973) scientific formula was deemed to be the best appropriate way for determining sample size within scientific bounds. The method was thought to be useful since it allowed the researcher to select a sample that was typical of the target population.

The respondents were chosen from a list of households that was created as a sample frame. The household size data obtained from the Kwahu West Municipal Assembly, Kwahu East District Assembly, and Kwahu South District Assembly (2018) for Nkawkaw, Abetifi, and Mpraeso/Obomen suggests that Yamane's (1973) formula can be used to calculate the sample size for the study because Yamane's equation requires a known and relatively large population size.

To determine the minimum sample size required for accurate proportion estimation, the population's variability of tourism awareness was set at 0.60, and the estimate's acceptability margin of error was set at 0.20. (0.04). It was decided to use a 95% confidence level. In social research, Cochran (1963) recommends a margin of error between 0.01 and 0.05. .

A demonstration of the formula is shown below.

$$N$$

Yamane Formula is given as: $n = \frac{1 + N(\Delta)^2}{2}$

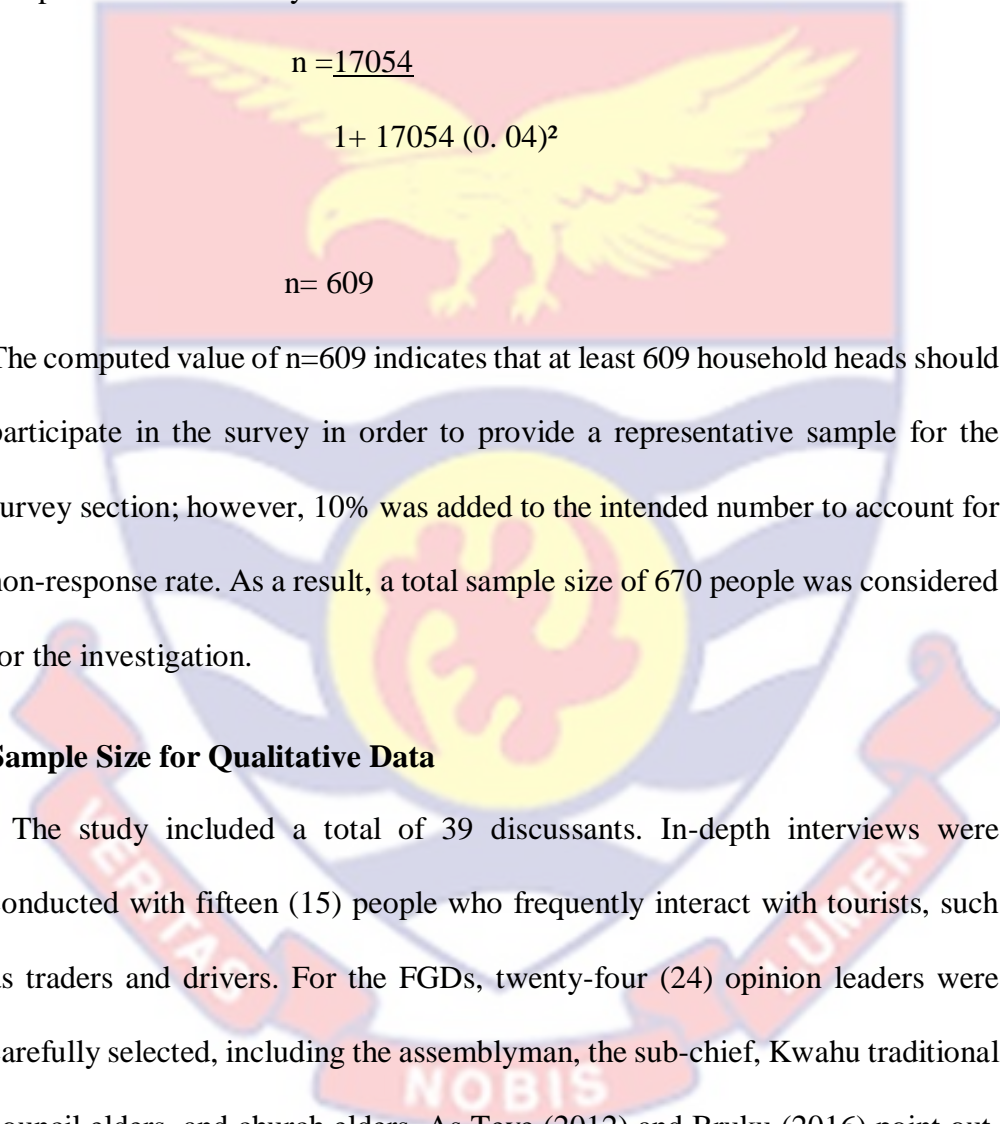
Where:

n = sample size,

N= study population (17054)

∞= margin of error, which is 0.04 with significance level of 95%.

The margin of error was set at 0.04 based on recommendations by Frankel (1983) and Malhorta and Birks (2000) who indicated a margin of error within the range of 0.01 to 0.05 to be appropriate in social science research. Thus, the sample size for the study is calculated as follows


$$n = \frac{17054}{1 + 17054 (0.04)^2}$$
$$n = 609$$

The computed value of n=609 indicates that at least 609 household heads should participate in the survey in order to provide a representative sample for the survey section; however, 10% was added to the intended number to account for non-response rate. As a result, a total sample size of 670 people was considered for the investigation.

Sample Size for Qualitative Data

The study included a total of 39 discussants. In-depth interviews were conducted with fifteen (15) people who frequently interact with tourists, such as traders and drivers. For the FGDs, twenty-four (24) opinion leaders were carefully selected, including the assemblyman, the sub-chief, Kwahu traditional council elders, and church elders. As Teye (2012) and Bruku (2016) point out, interviews do not always necessitate a big sample size; instead, the focus is on the method and meaning, as well as in-depth understanding of the subject.

Sampling Procedure

The selection of respondents for the questionnaire survey was done using a multi-stage sample technique (Sarantakos, 1998). (who were mostly household heads or any household member over 18 years present at the time of visit). Obtaining the community or household list for each of the four communities was the first step in the procedure (Nkawkaw, Abetifi, Mpraeso and Obomen). Kwahu West Municipal Assembly, Kwahu East District Assembly, and Kwahu South District Assembly provided the household list. KWMA, KEDA, and KSDA all utilized the same method to split the research areas into zones. The goal of this zoning was to create a range of perceptions based on their various geographic locations.

On the basis of the compiled household lists, the sample size of 670 respondents was proportionally distributed across the four communities in the second stage. The (nth) households were also selected using a systematic sampling procedure. The interval for each household was derived by dividing the total number of households in each community by the computed sample size. As a result, Nkawkaw's sample interval is the 18th element, while Abetifi and Mpraeso/sampling Obomen's interval is the 4th element. To achieve a representative sample of all household heads, systematic sampling was performed. This helps to ensure that everyone who applied for the survey had an equal chance of being chosen.

However, because the study uses a probability sample technique, the first family was chosen at random, and the survey was then represented by the (nth) household. Any male or female head of family who was prepared and ready to participate was interviewed in each selected household. This process was

repeated until the goal population had been reached. 569 (85 percent) of the 670 respondents provided usable information for the study. The remaining 15% either did not complete the survey or declined to do so.

Table 1: Sample Size for the Selected Communities in Kwahu Traditional Council

Communities	2018 Population	House	Household Population	Allocation of Sample Size
Nkawkaw	58,642	6,286	11,728,	461
Abetifi	12,482	2,207	2,496	98
Mpraeso	6,679	957	1670	65
Obomeng	4,702	1351	1160	46
Total	76,942	8,403	17054	670

In terms of the qualitative component of the study, IDI was conducted on fifteen (15) inhabitants who were chosen on purpose. Each of the three districts' capitals will send five (5) people. Jones and Lee-Ross (1998) discovered that qualitative research can probe deeply, exposing subtle and complicated issues with small sample sizes, and the IDI sample size of fifteen participants was endorsed by them. In-depth interviews are undertaken in order to examine residents' reactions and gain a thorough grasp of the problem (Minichiello, Aroni, Timewell, & Alexander, 1995). Face-to-face interaction between the interviewer and the respondents is possible using this strategy. Twenty-four (24) people made up the second group for the qualitative portion of the study, which consisted of three focus groups (8 from each district). Krueger (1994) advised that focus groups should contain between six and nine individuals because any more than nine would limit each person's ability to provide ideas and observations. This is why each group had eight participants. When members of a group wish to express themselves but are unable to do so, they must rely on

leaning over to a neighbor to do so (Babbie, 2005). Morgan (1988) also suggests a group size of 8 to 12 people. For each focus group session, linguistic (palace secretaries) provided a list of probable members to call. Assemblyman, sub-chief, Kwahu Traditional Council elders, family heads, and other opinion leaders were present. Because of their positions in the communities, these persons were specifically chosen. Both individual and community-level data were gathered. All focus groups were held on location in public facilities (such as the palace and the school building), were audiotaped for data processing, and lasted around two hours.

Table 2: Unit of Analysis, Sampling Procedure and Type of Data Needed

Unit of Analysis	Data Needed	Sampling Procedure	Data collection tool
Residents (household heads)	Emotional states, Level of connectedness and	Systematic	Interview schedule (Questionnaire)
Residents (e.g., drivers, traders, tour guides)	Emotional states Factors that	Purposive	Interview guide IDI
Opinion Leaders	Knowledge of tourists, Behavioural response	Purposive	Interview guide FGD guide

Method of Data Collection

Because of the nature of the study (emotional experiences), various instruments such as questionnaires, interviews, and observations were used. Because this study used both qualitative and quantitative methods, the data gathering equipment combined both approaches. In this study, structured interview

(questionnaire administration) was utilized for quantitative data, while semi-structured (interview guide) was used for In-depth Interview (IDI), Focus Group Discussion (FGD), and participant observation for qualitative data.

The structured interview's goal is to obtain standard data for comparison purposes (Cresswell, 2010). In structured interviews, rather than the respondent reading and responding to the questions as in a self-administered questionnaire, the data was collected by an interviewer. Because the questions are framed with probable pre-determined responses, the interviewer reads and explains the questions to each respondent in the same order. There is no room for additions or subtraction. Respondents just select one option from a list of options. The interviewer may occasionally explain the items on the questionnaire to respondents, as well as any parts that are difficult for them to grasp, and then collects the questionnaire once they have finished answering it. The majority of respondents had little trouble filling the questionnaire because the questions were open-ended and easy, allowing them to express themselves freely. The interviewer assisted the rest of the respondents who were unable to read and grasp the content and language by reading and explaining the questionnaire to them. The key advantage of this method is that it ensured the data's validity and dependability because the questions were explained to the respondents before they gave their responses. The IDI is the second data collection method. IDI is a face-to-face data collecting approach that enables for in-depth data collection. One of the most important features of this method, which made it ideal for this study, was that it provided a platform for participants to interpret their emotional states and expressions from their own perspective. This allowed the researcher to delve deeper into the meanings of the inhabitants' emotional states in

quantitative data that couldn't be scientifically explained. Every interviewee was informed about the purpose of the interview. Their verbal consent was obtained, and a time for the interview was set.

The researcher created IDI instructions to aid the interview. The researcher moderated the debate to keep interviewees from wandering from the main points. The interviews were recorded on tape. FGD was the other qualitative data gathering approach employed in this study. FGD is bringing together people with comparable backgrounds or experiences to discuss a certain topic (Creswell, 2010). FGD was used because of its considerable advantages, which include the following: First, the focus group allowed participants to agree or disagree with one another, providing insight into the topic at hand. Another advantage of FGD is that they are adaptable (Babbie, 2005). This means that the interviewer has the freedom to delve deeper into a topic or a comment made if more information is required. Finally, face validity is high in FGDs (Babbie, 2005). The minimum number of participants in a focus group is six, while the maximum number is twelve (Creswell, 2010). A total of eight people were considered in this investigation. Observation was the final qualitative data collection approach. Observation is a technique for gathering live data in its natural environment (Cohen, Manion & Morrison, 2007). It entails observing and recording nonverbal behavior. The advantage of observation as a method is that it provides first-hand information. It collects information that participants might otherwise be hesitant to share (Sarantakos, 2005). Where permissible, some tangible images were taken.

Study Instruments

The data was gathered using both quantitative and qualitative research instruments. An in-depth interview guide and a focus group interview guide were employed for the qualitative portion of the study. These are the most often used qualitative approaches for delving into participants' subjective meanings (Bryman, 2008; Creswell, 2013; Yin, 2013). There were open-ended questions in the guides. As each responder was asked the same questions, the researcher was able to uncover themes or tendencies (DiCicco-Bloom & Crabtree, 2006). As the interviews went, there was a conscious effort to examine topics that arose. The IDI's resident interview guide featured two basic themes: the first was to determine citizenship and proof of residency, and the second was to determine citizenship and proof of residency.

This was important to see if, as suggested in the research, length of stay and citizenship had an impact on host perceptions and attitudes (Andereck & Vogt, 2000; Holladay & Ormsby, 2011; McGehee & Andereck, 2004). The occupants' emotional condition was investigated in the second section. The purpose of this IDI is to learn more about the inhabitants' emotional states and how they convey them to visitors. This clarified the residents' emotional state as revealed by the survey portion. FGDs were the study's second qualitative component. Three focus groups with opinion leaders from the three district capitals were held as part of the study. Each group had eight people in it (4 men and 4 women). Position, gender, and role in the community were considered as criteria for the participants in this study. The FGDs guide was divided into five pieces. The first segment focused on the participants' personal information. The second segment dealt with locals' knowledge and perceptions of tourists. Who is a tourist, for example, was one of the questions in this section. Residents' attitudes

toward tourists are influenced by their interpretation of the concept tourists, according to Huawen Shen, Jianming Luo, and Aimin Zhao (2017). The final element of the FDG focused on inhabitants' perceptions of tourism's influence. The fourth segment focused on inhabitants' emotional relationships with tourists, while the fifth section focuses on residents' reactions to tourism development support in Kwahu Traditional Area. The focus group talks were conducted in a consistent manner across all three communities, with two people (the moderator and assistant moderator) handling their respective responsibilities. The FGD guide was written entirely in English. The interview and focus group discussion guides are included in Appendices A and D.

The survey method of data collection was employed for the study, which was in line with the quantitative method. The interview schedule was created in English and administered in the local language by the researcher and three (3) field assistants. Closed ended and Likert scale items were included in the tool. For the three villages, self-administered questionnaires were distributed on-site, as this is anticipated to boost response rates (Babbie, 2005). To gather completed questionnaires, two follow-up contacts were performed. This approach provides a higher response rate (Andereck & Vogt, 2000; McGehee & Andereck, 2004). There were three portions to the interview schedule. The first component of the survey questioned about people's feelings toward tourists.

This begins with questions that use six discrete emotions (happy, anger, guilt, sadness, fear, and surprise) to determine inhabitants' emotional state (Yalch & Spangenberg, 2000). The study used Watson, Clark, and Tellegen's (1988) Unipolar scale and Ekman's (2003) Positive and Negative Affect Schedule to assess these emotional states (PANAS). Positive Affect (PA) and Negative Affect (NA) have consistently emerged as the primary emotional state

dimensions (Mayer & Gaschke, 1988; Almagor & Ben-Porath, 1989). The scale was built on a 5-point anchor scale that ranged from 'not at all' to 'very powerful' at the extremes. The second component of the survey inquired about people's emotional ties to tourists. Respondents were asked to score their emotional connectedness using Woosnam's (2011) Emotional Solidarity Scale (ESS), which has three dimensions: welcoming nature, emotional closeness, and sympathetic understanding. Residents were asked to rate their level of agreement with ten (10) key statements that measured their emotional attachment to tourists. Due to its greater validity, a 5-point Likert type scale can be used to quantify the level of emotional experiences, as Woosnam et al., (2009) advises.

The third phase of the interview schedule delves into the elements that influence locals' emotional reactions to tourists. A 5-point Likert scale was utilized to identify elements impacting residents' attitudes toward tourists, as recommended by Maddox (1995). Furthermore, the study used Woosnam's (2011) emotional solidarity scale, which found that shared behaviors, shared views, and interaction were all predictors of emotional connection. Furthermore, some of the items used to determine the elements impacting residents' emotional attitudes were obtained from Liu et al. (1987) and Lankford and Howard's questions (1990). The questions, on the other hand, were tailored to the local circumstances, and a slew of new ones were added. A five-point Likert scale was used to create the scale (strongly disagree to strongly agree). Finally, respondents were asked to rate how much they agreed or disagreed with some expected tourism benefits and costs.

Data Analyses

The transcription of the interviews was the initial step in qualitative data analysis. All of the interviews took place in Twi. The interview guide, on the other hand, was written in English. Prior to the interviews, the questionnaire was circulated. The goal of the study was explained to the interviewees at the start of the interview. The interviewees gave their responses in Twi. Respondents were emailed interview questions ahead of time so they could prepare, and each interview lasted about 15 minutes. Nvivo 11, a qualitative data software program, was utilized to help with this process by creating codes and then analyzing the qualitative data into themes and sub-themes in accordance with the study objectives.

The first level of coding was done by going over the transcript data line by line and finding major issues and themes, using the research objectives as a guide. This method of open coding yielded 24 codes. The next step was to group the developing themes into meaning units. This was accomplished by copying and pasting all of the verbatim responses under each code in Microsoft Excel. The textual descriptions and 'verbatim' quotation responses for each of the objectives were then singled out and evaluated alone and in conjunction with the other responses to determine if any patterns, similarities, or discrepancies emerged. This method allowed participants to provide a structured description of the issues. The results of both the FGDs and the IDIs were presented using descriptive narratives with illustrative excerpts. Data was compiled, coded, cleaned, edited, categorised, and entered into a computer for analysis using statistical tools for social scientists (SPSS) version 21.0 for the quantitative part.

The data was analyzed primarily using descriptive and inferential statistics. Individual characteristics of the respondents as well as the scores of the various scaled items were described using descriptive statistics such as frequencies, percentages, standard deviations, and cross tabulations. Other graphical presentations, such as graphs, were employed to offer a pictorial picture of some of the responses in order to make the concept under research easier to grasp. In addition, inferential statistical tools such as the Chi-square test of independence were employed to investigate the association between resident emotional connectedness and socio-demographic factors.

The Chi-square test was employed once more to examine the variances in emotional states among the residents' important socio-demographic characteristics. When data is measured on a nominal (categorical) scale, Chisquare is suitable, according to Creswell et al. (2012). In addition to the foregoing, an exploratory factor analysis (EFA) was conducted to identify the primary variables that interact to determine residents' attitudes about tourists. When a researcher wishes to find out how many factors influence variables and which variables 'go together,' EFA is utilized (DeCoster, 1998). Exploratory factor analysis entails putting the measurement model to the test in order to determine its sufficiency, reliability, and validity. One of the first and most critical tasks in ensuring that assertions (unobserved variables) are true measures of the concept is to assess the measurement model (observed variables). EFA is used in this study because the researchers aim to learn more about the elements that influence inhabitants' emotional reactions to tourists. To see if the researcher was successful in measuring the individual item and to see if the measurement was reliable. The scale reliability coefficient, often known

as Cronbach's alpha (α), was utilized. Cronbach's alpha coefficient is a research rule of thumb for determining the degree of certainty of multi-item conceptions. The coefficient should be at least 0.50, according to the rule of thumb. The Cronbach's alpha for all sets of items exceeded the 0.50 level, according to the findings. This demonstrates that the discovered factors are statistically valid. The transcription of the interviews was the initial step in qualitative data analysis. All of the interviews took place in Twi. The interview guide, on the other hand, was written in English. Prior to the interviews, the questionnaire was circulated. The goal of the study was explained to the interviewees at the start of the interview.

The interviewees gave their responses in Twi. Respondents were emailed interview questions ahead of time so they could prepare, and each interview lasted about 15 minutes. Nvivo 11, a qualitative data software program, was utilized to help with this process by creating codes and then analyzing the qualitative data into themes and sub-themes in accordance with the study objectives. The first level of coding was done by going over the transcript data line by line and finding major issues and themes, using the research objectives as a guide. This method of open coding yielded 24 codes. The next step was to group the developing themes into meaning units. This was accomplished by copying and pasting all of the verbatim responses under each code in Microsoft Excel. The textual descriptions and 'verbatim' quotation responses for each of the objectives were then singled out and evaluated alone and in conjunction with the other responses to determine if any patterns, similarities, or discrepancies emerged. This method allowed participants to provide a structured description of the issues. The results of both the FGDs and the IDIs were presented using

descriptive narratives with illustrative excerpts. Data was compiled, coded, cleaned, edited, categorised, and entered into a computer for analysis using statistical tools for social scientists (SPSS) version 21.0 for the quantitative part. The data was analyzed primarily using descriptive and inferential statistics. Individual characteristics of the respondents as well as the scores of the various scaled items were described using descriptive statistics such as frequencies, percentages, standard deviations, and cross tabulations. Other graphical presentations, such as graphs, were employed to offer a pictorial picture of some of the responses in order to make the concept under research easier to grasp. In addition, inferential statistical tools such as the Chi-square test of independence were employed to investigate the association between resident emotional connectedness and socio-demographic factors. The Chi-square test was employed once more to examine the variances in emotional states among the residents' important socio-demographic characteristics. When data is measured on a nominal (categorical) scale, Chisquare is suitable, according to Creswell et al. (2012). In addition to the foregoing, an exploratory factor analysis (EFA) was conducted to identify the primary variables that interact to determine residents' attitudes about tourists. When a researcher wishes to find out how many factors influence variables and which variables 'go together,' EFA is utilized (DeCoster, 1998). Exploratory factor analysis entails putting the measurement model to the test in order to determine its sufficiency, reliability, and validity. One of the first and most critical tasks in ensuring that assertions (unobserved variables) are true measures of the concept is to assess the measurement model (observed variables). EFA is used in this study because the researchers aim to learn more about the elements that influence inhabitants' emotional reactions to tourists. To see if the researcher was successful in

measuring the individual item and to see if the measurement was reliable. The scale reliability coefficient, often known as Cronbach's alpha (α), was utilized. Cronbach's alpha coefficient is a research rule of thumb for determining the degree of certainty of multi-item conceptions. The coefficient should be at least 0.50, according to the rule of thumb. The Cronbach's alpha for all sets of items exceeded the 0.50 level, according to the findings. This demonstrates that the discovered factors are statistically valid.

Training of Field Assistants

A total of seven (7) interviewers who were undergraduate students, participated in the 3-day survey training that took place from 12th to 14th March 2019. All participants were trained on the instrument and method of data collection. Interviewing techniques and the translation of the contents of the questionnaire into the local language (Asante Twi). The procedure for the training exercise was based on interviewing skills and translation of contents of the interview schedule (researcher administered questionnaire) into the local language. The seven field assistants were then made to engage in mock interviews on the administration of the instruments. Eventually four (4) field assistants were selected to constitute a team for data collection including interviews. The fieldwork lasted for two weeks from 23rd April to 7th May, 2019 with the researcher herself serving as the driver and principal supervisor.

Pre-testing of Research Instruments

The tools (qualitative and quantitative) were pre-tested before being used in the interview schedule. This was done to aid the researcher in determining the interview guides' and questionnaire's reliability and validity in reaching the study's objectives. The research was piloted in Aburi, in the Eastern Region.

The choice of Aburi was inspired by the fact that Aburi has a population and socioeconomic profile similar to that of Kwuhu Traditional Area (GSS, 2010). Furthermore, the large eco-tourist attraction (Aburi Botanical Garden) offers unique features that attract visitors. The garden's calm ambience is the first of several attractions for picnickers. Many people travel from far and wide to have picnics there on any of the national holidays. The Bush House, the Rock Garden, the Pergola or Lovers'lane, the retired helicopter, the ficus tree, and the horticultural school are all attractions for visitors.

For the qualitative parts of the IDI, five participants were purposefully chosen. Two tour guides and two receptionists were among the group. The pretesting process included two focus group discussions. The conversations were taped and then literally transcribed. To ensure that the responses accurately reflected the actual questions, the transcripts were compared to the original intent of the questions on the IDI and FGD guidelines.

For the pre-test of the survey instruments (interview schedule), 40 household heads were chosen at random. In this example, the residents who were purposefully chosen were those who lived in the vicinity of Aburi Botanical Gardens. They were chosen since they are the ones that interact with tourists. The reliability of the multi-items intended to measure the components underlying inhabitants' emotional attitude and behavior toward tourists was assessed using Cronbach's alpha scores. The scale's variables were set to a

Cronbach's alpha level of 0.50, which is widely recognized (Hair, Sarstedt, Ringle & Mena, 2012). The pre-testing served as a mock administration of the research instrument, giving the research team the best chance to become familiar with the issues they would face during the actual fieldwork. The

exercise aided the researcher in determining the survey instrument's viability, and required changes were made before to the actual fieldwork. .

Fieldwork

A total of four (4) field assistants were chosen to form a team for data collection, which took place over two weeks from April 23rd to May 7th, 2019. It is immoral, according to Gilchrist and Schinke (1993), to collect data without the participants' knowledge. As a result, introductory letters (see Appendix F) were sent to the numerous chiefs, unit committees, and the Kwahu Traditional Council to acquire access and confidence. As a result, appointments were set for the actual data collection and interview. The researcher's first point of contact in each community was with the Unit Committee Chairman, who then introduced him to the chief.

The plan was to enlist the help and support of influential members of the community. Each district's household population list was gathered. With the support of one-unit committee member who first introduced the study team to the inhabitants, all of the sampled members of household heads were reached in their houses. The questionnaire was then given to the household heads or their representatives by the study team. This approach was used until the sample size required was met. The interview schedule was given out by the research team prior to the IDI and FGDs. The study team conducted all IDI and FGDs at the interviewees' preferred location in the neighborhood. In total, fifteen (15) IDIs and three (3) focus groups with a total of 24 participants were done. Before beginning each interview, the researcher obtained verbal agreement from the individual to participate in the study. The research team informed the participant of his or her rights during the interview, as well as the need of tape-recording it.

Ratio of responses

One of the most essential features of a survey is the response rate, which indicates the level of participation of respondents and the quality of data. Both the survey and the qualitative survey had a total sample size of 709 people. A total of 670 houses were chosen as a sample for the quantitative portion. 569 (85%) of these respondents provided information for the study. A considerable number of Nkawkaw residents refused to participate or abandoned the interview process halfway through, resulting in a 15% overall non-response rate. In terms of qualitative information, all 39 residents were polled (15 residents for IDI and 24 opinion leaders for FGDs).

Response Rate

The response rate, which indicates the level of participation of respondents and the quality of data, is one of the most important aspects of a survey. The total sample size for both the survey and the qualitative survey was 709. For the quantitative part, a total of 670 households were chosen as a sample. 569 (85%) of these people submitted relevant data for the study. The overall non-response rate of 15% was attributable to a large number of Nkawkaw inhabitants refusing to participate or abandoning the interview procedure halfway through. In terms of qualitative data, all 39 inhabitants were questioned (15 residents for IDI and 24 opinion leaders for FGDs).

Fieldwork Obstacles

Data collecting is a major issue in every survey, and this one was no exception. The following factors limited the survey: Access to the district assemblies' household population list is required in order to collect data from local

communities. Because the person in charge of the household list from Kwahu East District (Abetifi) was on transfer, acquiring the data was difficult.

Nonetheless, with the help of a district officer from Kwahu West District (Nkawkaw), who introduced me to the district administration, I was able to overcome this.

Because the research team members were suspected of being government officials in some localities, several respondents were unwilling to engage in the study because the government had not been kind to them. Some locals took advantage of the chance to voice their concerns to the administration by redirecting the topic of discussion to them. To get around this limitation, the study team had to hire a native resident to accompany them from house to house in each of the four communities, which added to the cost. Aside from that, the research team had to emphasize the nature and goal of the study to the inhabitants, as well as explain how the study could help them resolve their concerns regarding tourism development in KTA. The interview sessions drew a large crowd at times, which had the potential to influence people's responses. Because the topic of conversation was about emotions, some residents were hesitant to share their bad emotional experiences in front of their neighbors for fear of tarnishing their reputation. When the study team encountered this issue, time was spent teaching them that their presence would inhibit the interviewee from freely reacting and expressing their emotions.

Furthermore, at Nkawkaw, there was a dearth of actual tourist-resident interaction or encounters, which discouraged some of the respondents from accepting the questionnaire and completing all of the items. Because of their busy schedules and obligations in their communities, meeting key opinion

leaders for the focus groups was difficult. Some refused to participate in the interview because they said they had been employed for similar studies without compensation by others. In this scenario, introductory letters and assurances that the endeavor was strictly academic were helpful in persuading them.

Ethical Considerations

The right of entry, informed permission, anonymity, and confidentiality were all respected in this study. By sending introductory letters to the Kwahu Traditional Council, Kwahu West Municipality, Kwahu East District, and Kwahu South District, permission to enter was requested. The research team was introduced to the leaders of the communities by the Kwahu Traditional Council. Before the study could begin, community leaders had to give their permission.

The survey respondents, the IDI, and the FDGs were all informed of the study's rationale and potential ramifications. Following that, the verbal assent of the individual household heads was obtained. Residents who refused to participate in the study were ejected. In terms of anonymity, all of the respondents (opinion leaders, hotels, tour guides, and household heads) were promised that their replies would not be associated with them. This was accomplished by omitting any questions that required participants' identity or contact information from the research instruments.

The participants' privacy was guaranteed. The respondents were made aware that the information they provided would be treated as confidential information. Names, addresses, postal codes, and email addresses, for example, were not included in the data. This information is solely for academic purposes.

Chapter Summary

The approach utilized to conduct the study was detailed in this chapter. The philosophy guiding the study area, the research design description of the area, the target population, data sources, sample size, sample technique, and statistical techniques used for the analysis were among the topics mentioned. The socio-demographic characteristics of respondents for the qualitative section, as well as residents' perceptions of a tourist; thus, the meanings residents ascribe to a tourist, are presented in the following chapter.



CHAPTER FIVE

RESIDENTS' PERCEPTIONS OF A TOURISTS

Introduction

This chapter's subjects are separated into two sections. The first section summarizes the socio-demographic characteristics of the study's participants, while the second half explores residents' perceptions of tourists in Kwahu Traditional Area, which is the study's major purpose (KTA).

Socio-Demographic Characteristics of Discussants

Because the study took a mixed technique approach, Table 3 shows a demographic feature of the FDG participants. The FDG included a total of twenty-four (24) discussants. They are all political figures from the Kwahu Traditional Area's three district capitals (Nkawkaw, Mpraeso, and Abetifi). The focus groups included a total of 12 girls (4 from each of the three communities) and 12 boys (4 from the district capital) (see Table 2 in the methodology section).

Table 2: Profile of Discussants (FGD)

Socio-Demographic Variables	N	Percentage
Discussants	24	100%
Sex		
Male	12	50.0
Female	12	50.0
Age		
28-37	6	25.0
38-47	5	20.8
48-58	3	12.5
60+	10	41.7
Education Attainment		
Middle and Junior High School	7	29.1
Senior High School	10	41.7
Tertiary	7	29.2
Religion Status		
Christian	16	66.7

Table 2 Continued

Socio-Demographic Variables	N	Percentage
Traditional	8	33.3
Marital Status		
Never married	3	12.5
Married	13	54.2
Ever married	8	33.3
Household Size		
1-4	5	20.8
5-9	13	54.2
10+	6	25.0

Employment Status		
Employed	13	54.2
Unemployed	11	45.8
Income Level		
GHC 101-500	12	50.0
GHC 501-1000	3	12.5
GHC 1001-2000	6	25.0
Above GHC 2001	3	12.5
Place of Residence		
Mpreaso	8	33.3
Nkawkaw	8	33.3
Abetifi	8	33.3
Years Living in the Community		
6-10	4	16.7
11- 15	5	20.8
16-20	6	25.0
20+	9	37.5

Source: Fieldwork (2019)

The researcher purposely picked opinion leaders in each village, such as chiefs and their elders, youth leaders, assembly members, Kwahu West South and East district planning officers, religious leaders, and elderly business men and women, to constitute the team of discussants in each community. The participants' ages range from 29 to 81, with the bulk of them being in their forties. The participants were largely elderly men and women from various groups who had resided in the Kwahu Traditional Area for more than five years, with the majority (37.5%) having lived there for more than twenty years. These employees are expected to have prior experience working with tourists and the tourism industry in their area.

Only 12.5 percent were single (never married) and 12.5 percent had previously married, making up the majority of the respondents (54.2%). 5 to 9 individuals were the most typical household size (54.2 percent). Around 25.0 percent and 20.8 percent of the participants, respectively, are from households with ten or

more people and one to four members. This suggests that the vast majority of respondents were heads of households. The bulk of the participants (66.7%) were Christians, whereas eight (33.3%) were traditionalists. Table 3 reveals that the majority of the participants (41.7%) had completed Senior Secondary School, with the remainder (29.1%) and (29.2%) having completed Middle/Junior High School and university education, respectively. 54.2 percent of those polled were employed, while 45.8% were unemployed. The jobs of the participants were varied, with the majority of them working as dealers, farmers, or palace laborers in the informal sector. The average monthly income of respondents varied, with the majority (50%) earning between GH100 and GH500 per month, 12.5 percent earning between GHC 501 and GHC1000, 25% earning between GHC 1001-2000, and the remaining (12.5%) earning above GH2000 per month.

Perceptions of a Tourist by Locals

This section looks into locals' opinions of tourists (the meaning inhabitants assign to visitors) who come to their communities, which is in accordance with the study's main purpose. Residents' comprehension of tourists is crucial for determining their attitudes and feelings toward tourists. The emotional reactions and attitudes of residents toward tourists are frequently mirrored in the meanings they associate with travelers (Maruyama et al., 2019). The social interactionism theory, which says that social integrations can be utilized to reason about meaning and perceptions, guides this discussion. Local definitions of tourists have an impact on the validity and meaning of research questions and tourism activities (Chhabra, 2010). Indeed, determining whether types of tourists and tourism will be supported or opposed by the locals may be

aided by research into the meanings residents attribute to tourists (Wu & Pearce, 2013). The four main subjects explored by inhabitants were clients (clients), foreigners (international tourists), both foreigners and domestic tourists, and visitors to the Kwahu Easter Festival. Most people believe that tourists are foreigners who travel from afar to visit Kwahu communities, primarily for the Kwahu Easter Festival (KEF), the tourists' site, and the cold weather in the Kwahu Traditional Area. ".....tourists are foreigners who move from one country to another, and some tourists are European missionaries," explained an Abetifi participant. Ramseyer Memorial Church is one of their favorites. Bassy Rest House is also visited by tourists. White visitors from the United Kingdom, Japan, the United States, South Africa, Kenya, and Nigeria are among the white tourists." [60-year-old male Catechist]



Plate 6: Tourists at Highest Habitable Point (2080ft.) in Ghana-Ramseyer Memorial Presby Church Premises, Abetifi

Source: Fieldwork (2019)

Respondents from Mpreaso had similar responses.

“Tourists are people who travel from one country to other country, people from Japan, USA, South Africa and Nigeria to Ghana to have fun and relax. [Male, Sub Chief, 64 years] Some respondents from Nkawkaw expressed similar views that tourists are foreigners who come from different part of the world for certain purposes. The common expression, as expressed by one leader, was:

Tourists are foreigners who come from abroad for visit, relaxation and site seeing, normally when they come they sleep in some of our hotels around [female, 57 years].

It could be deduced from the expressions above by the residents from all the three communities that tourists were visitors who travel from their home or destination to a different location for, sightseeing, relaxation and pleasure.

On the other hand, some of the discussant reported that tourists were both domestic and international people on temporary trips away from home for sightseeing, cultural event and for visiting friends and family. Other responses centred on tourists visiting Kwahu for Easter festival and for paragliding activities. Here is an expression by a discussant:

“tourists are not only people from Aburokyeri (Abroad) or the whites who come to Kwahu, but Africans and Ghanaians who travel from their communities to Kwahu before, during or after the Easter Festival for sightseeing and pleasure are also tourists”. [Female, Headteacher, 37 years, Abetifi]

Discussant from Mpraeso gave a similar view when they said that:

...tourists are people who are from Ghana and other countries to see our attractions, to partake in our Easter festival and paragliding activities. Local tourist are people who move from their environment especially from Accra and other parts of the country to Kwahu to celebrate Kwahu Easter Festival and also to visit family and friends.....’ [Female, Staff of Traditional Council, 40 years]

“.....Ghanaians could also be tourists, so far as they move from their place to other place example when someone move from Accra to Kwahu Easter Festival koraa mpo a he is a tourists.” [Male Linguist (Kasanoma), 72 years].

A response from Nkawkaw is not far from the above expressions

“the tourist who come to the Kwahu Traditional Area most often are Ghanaians, Africans and Abrofo (whites). Specifically, some tourists come from Nigeria, South Africa, Kenya, Germany USA, Japan and Ghana. Some tourists come especially for paragliding” [Male, Assemblyman, 35 years].

Additionally, other opinion leaders from the three communities as presented above understand tourists to be both international and domestic tourists' clients (customers) and businessmen who come to Kwahu to buy and sell their goods. respectively. These were the common views expressed from all the three FGDs:

“The tourists who come to the Kwahu Traditional Area especially during KEF come and buy some of our local items such as, kente, ayowa, atadwe, and our local food. While some also purposely come to Kwahu sell and advertise their products... [Male, Abusuapanyin, 64 years Abetifi]

Another discussant says:

. . . tourists are foreign and local people who move from their environment especially from Aburokyire and Accra to Kwahu to celebrate Kwahu Easter Festival and also to visit family and friends and buy paraphernalia and other thing from here” [Female, Staff of Traditional council, 38 years, Mpraeso].

The transcripts of FGDs from Nkawkaw confirm these findings and provides further context to it. For instance, one discussant had this to say:

“A tourist is someone who has moved outside his own environment to a different environment for the purposes of trade or business, or recreation and any other purposes, the tourists could be local tourists and international tourists. the domestic tourists are those who move within their own country. They don’t cross international boarder. The international tourists move from a different country to another.....

[Male sub chief, 55 years]

Based on the evidence presented above, residents in all three towns saw tourists as visitors who traveled from their home or destination to a different region. According to the United Nations World Tourism Organization (UNWTO), the major components of the official definition of a tourist are movement outside of one's usual surroundings, length, and purpose. The above findings indicate that residents have a strong sense of what defines a tourist in terms of mobility and goal, but they place little importance on the duration or length of stay.

This research adds to the existing body of knowledge on tourist definitions. This supports Leiper (1979), who argued that while no universal definition of a tourist exists, a wide term should be applicable in both domestic and international circumstances, as is the case with the standard international definition (Leiper, 1979).

Furthermore, the majority of participants from the three villages view tourists as people who come to admire the beauty, rest, partake in paragliding activities, sell and display their things, or buy from the locals during the Kwahu Easter Festival. The findings support Shaw and Williams' (1994) definition of tourists as people who travel for brief periods of time and spend money earned in their home region. Further questions were posed based on tourist perceptions to learn more about citizens' thoughts on the distinctions between the domestic (local) and international (international) tourist complex natures.

Differences between Domestic and International Tourists

In order to gain a better grasp of the meanings locals give to visitors, the study aimed to find any disparities in how inhabitants perceive domestic (local) tourists vs. overseas tourists (international tourists). The goal of this study is to

support the literature that says inhabitants' emotional attitudes and behavior toward tourists are influenced by their views about their origins or characteristics (Woosnam, 2010). Local tourists, according to the participants in the discussion, are people who travel to Kwahu Traditional Area for tourism from other regions of Ghana (Accra, Kumasi, Cape Coast, and so on), whereas international tourists are people who travel to Kwahu for tourism from other countries (USA, Japan, Germany, Nigeria, etc.). When questioned about the traits that people use to identify local and foreign tourists, opinion leaders frequently replied that language, accents, dressing style, and complexion are the key criteria that people use.

During the discussion at Mpreaso, for instance, a discussant expressed that: “

... Oh yes we can differentiate local tourists from foreign tourists by their colour, language, behaviour and dressing but the Ghanaian tourists we cannot differentiate them from our own community members because they all have the same colour and language but at times, the dressing and behaviour differ from our people. Some Ghanaian visitors especially those from Accra dress basaaaa (shabbily), exposing their breast and other parts. When we see them we see that they are not Kwahu residents [Female, Ohemaa (Queen mother), 53 years Mpreaso].





Plate 7: Shabby Dressing by Some Local Tourists, Assumed to have Come From Accra

Source: Field work (2019)

Similarly at Abetifi a discussant indicated that:

“.....their language can also help us differentiate between them; the white speak English while the some local tourists speak our Ghanaian languages” [Male, Leader, Linguist, 72 years].

As part of the discussions, residents agreed on the fact that although some local tourists speaks English just like foreign tourists from other African countries, the accents of the foreign tourists are usually different from that of the local tourists. A discussant, for instance, gave an illustration that:

.....Oh yes we can differentiate between local and foreign tourists because we know our people, we know how they dress, the local visitors who come from Accra dress bassaaaa (shabbily) especially the girls with “miniskirts”, and the boys with “otofista”. Apart from their way of dressing, language accent and at times their colour, can help us differentiate them....” [Male, Linguist, 72 years].

At Nkawkaw, a discussant mentioned that:

“at times, it is difficult to differentiate local tourists from African tourists especially tourist from Nigeria, Kenya Togo and Ivory Coast. But we use their accents to differentiate them” [Male, Sub-chief, 46 years].

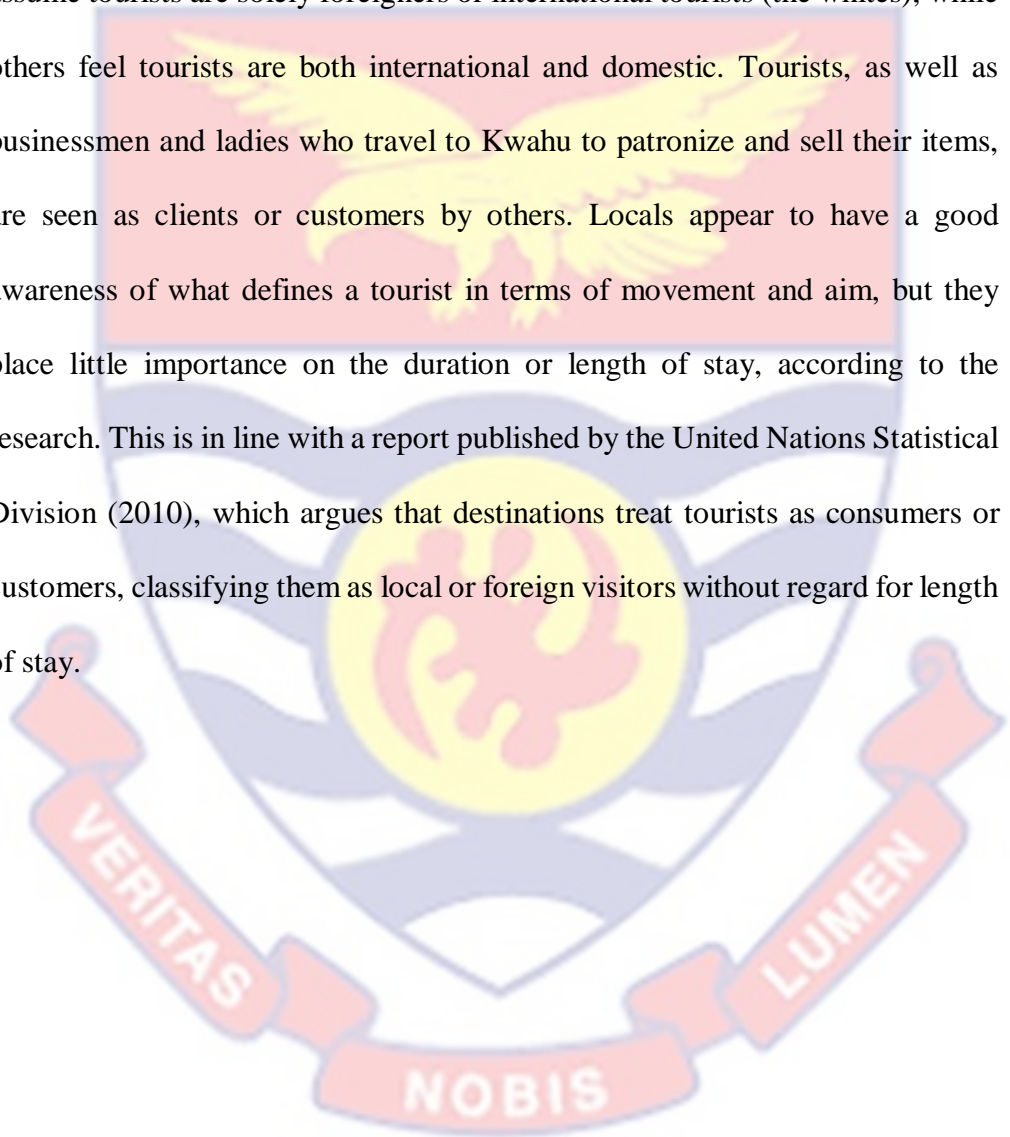
According to the research, the most crucial markers Kwahu residents use to distinguish local tourists from visitors from other African countries are accent, language, skin, and dress. Except in a few situations where they detected some tourists from Nigerian dressing like certain local tourists, discussants from all three groups unanimously agreed that the style of dressing of local visitors is vastly different from the style of dressing of foreign tourists.

Residents of the Kwahu Traditional Area differentiate between local and foreign tourists mostly based on language, accents, clothing style, and complexion, and hence perceive both types of tourists differently. This is in line with the sentiments of New Zealanders regarding tourists, as discovered by Young and Cossens (1998).

Chapter Summary

Residents' interpretations of visitors are critical to understanding their emotional attitudes and behavior toward tourists, hence this chapter focused on residents' perceptions of tourists (Woosnam, 2009). Residents' thoughts and views toward tourists in general are often reflected in their associations with tourists (Maruyama et al., 2019). The discussants were opinion leaders from three communities (Nkawkaw, Mpraeso, and Abeifi) who participated in focus groups with twenty-four (24) opinion leaders (Nkawkaw, Mpraeso, and Abeifi).

Opinion leaders from all three groups held a similar perspective on tourism, according to the developing themes. The results suggest that locals have a good comprehension of tourists. The four main subjects investigated were clients (clients), foreigners (international tourists), both foreigners and domestic tourists, and visitors to the Kwahu Easter Festival. The issue is that most locals assume tourists are solely foreigners or international tourists (the whites), while others feel tourists are both international and domestic. Tourists, as well as businessmen and ladies who travel to Kwahu to patronize and sell their items, are seen as clients or customers by others. Locals appear to have a good awareness of what defines a tourist in terms of movement and aim, but they place little importance on the duration or length of stay, according to the research. This is in line with a report published by the United Nations Statistical Division (2010), which argues that destinations treat tourists as consumers or customers, classifying them as local or foreign visitors without regard for length of stay.



CHAPTER SIX

RESIDENTS' EMOTIONAL STATES TOWARD TOURISTS

Introduction

This chapter is divided into two pieces. The first half of the study provides an overview of the socio-demographic characteristics of survey respondents, while the second section aims to assess inhabitants' emotional well-being.

Socio-Demographic Profile of Survey Respondents

The socio-demographic characteristics of the respondents are presented in this section. Although the focus of the study is not on respondents' attributes, these fundamental qualities may influence residents' emotional attitudes and behavioral responses. According to research, a variety of factors influence the creation of residents' attitudes toward tourists and tourism growth, either directly or indirectly (Sharpley, 2014). Jackson and Inbakaram (2006) divided the elements influencing residents' views toward tourists into four categories: demographic factors, personal factors, social factors, and tourism-related factors. Similarly, Andriotis and Vaughan (2003) classified socio-demographic, intrinsic, and extrinsic elements as impacting locals' attitudes toward sustainable tourism. Residents' emotional attitudes and behaviors are influenced by socio-demographic variables in a variety of ways, according to empirical investigations. Woosnam (2012) outlines the affective bonds an individual

experience with others in his model (emotional solidarity model), which are characterized by perceived emotional closeness and degree of contact, which influences residents' attitudes toward tourists. Woosnam (2012) did not leave out the socio-demographic characteristics of residents in his model (emotional solidarity model).

The conceptual framework that informs this research justifies the assessment of the residents' socio-demographic variables. The study looked into residents' socio-demographic characteristics such as sex, age, educational level, religion, marital status, family size, income level, indigene status, and site of residence in accordance with the conceptual framework. Table 4 shows the socio-demographic characteristics of survey respondents. A total of 569 people took part in the survey. Sex, age, educational achievement, marital status, religious affiliation, average monthly disposable income, household size, and place of residence are among the socio-demographic factors examined in this study.

Table 3: Socio-demographic Characteristics of Survey Respondents

<u>Socio-Demographic Variable</u>	<u>N</u>	<u>Percent (%)</u>
Sex		
Male	313	55.0
Female	256	45.0
Age		
18-39	297	52.2
40-59	206	36.2
60+	66	11.6
Education Attainment		
No formal education	32	5.6
Basic	132	23.2
Senior High School	176	30.9
Tertiary	229	40.3

Religion		
Christian	501	88.1
Islam	41	7.2
Traditional	25	4.4
No religion	2	0.4

Table 4 continued

<u>Socio-Demographic Variable</u>	<u>N</u>	<u>Percent (%)</u>
Marital Status		
Never married	212	37.3
Married	309	54.3
Ever married	48	8.4
Household Size		
1-4	358	62.9
5-9	201	35.3
10+	10	1.8
Income Level		
Up to GH¢ 100	37	6.5
GH¢ 101-500	198	34.8
GH¢ 501-1000	136	23.9
GH¢ 1001 -2000	128	22.5
Above GHC 2000	70	12.3
Indigene Status		
Indigene	508	89.3
Non-indigene	61	10.7
Community		
Nkawkaw	129	22.7
Mpraeso	162	28.5
Abetifi	98	17.2
Obomen	180	31.6
Years living in the community		
Up to 5	22	3.9
6-10	81	14.2
11-15	111	19.5
16-20	98	17.2
21+	257	45.2

Source: Fieldwork (2019)

One of the factors that determines residents' emotional attitudes is their gender (Woosnam et al., 2009). Table 4 shows that males made up 55 percent of the responders, while females made up 45 percent. According to the literature, the majority of the household heads in the Kwahu traditional territory were males (KTC, 2014). In 2014, the Ghana Statistical Service (GSS) observed a similar pattern, with males leading a higher share (58.0 percent) of households than females. This increased male representation was found in all four communities.

One of the factors that has been discovered to influence inhabitants' emotional attitudes is their age (Woosnam et al., 2012). Harrill and Potts (2003) discovered that one of the socio-demographic characteristics that influences inhabitants' emotional attitudes is their age. The age distribution in Table 4 reveals that the majority of respondents were between the ages of 18 and 39. (52.2 percent). The group of people aged 60 and up had the smallest representation in the sample (11.6 percent). This revealed that the majority of responders were in their forties and fifties, working and raising children.

One of the factors that has been discovered to influence inhabitants' emotional attitudes is their educational attainment (Woosnam et al., 2012). Table 4 shows that nearly three-quarters of the household heads (71.2 percent) had gotten either tertiary or senior high-level education, followed by those who had obtained basic education level (22.3 percent), and those who had no formal education (5.6 percent). This may be due to the fact that the poll was conducted in the Kwahu traditional area's district capitals (Mpreaso, Nkawkaw, and Abetifi), where the majority of the population had received tertiary education from teacher education colleges, nursing training schools, and polytechnic/

universities. The degree of educational attainment matches that of Sarfo (2015), who found a similar pattern in Kwahu South District.

Lawson (2002) described how religious identification enlivens emotions in response to religion. Religious notions are linked to emotional processes, according to Boyer (2001). According to Table 4, the majority of respondents were Christians (88.1%), followed by Muslims (7.2%) and Traditionalists

(3.2%). (4.4 percent). According to the 2010 population and housing census, Christians made up around 80.1 percent of the people in the area (GSS, 2014). More than half of the respondents (54.3 percent) were married, according to the marital status of the respondents. About 37.3 percent of those polled had never been married, while 8.4 percent have been married at some point in their lives. This pattern matches the findings of the 2010 population and housing census, which revealed that the majority of inhabitants aged 25 to 59 are married (GSS, 2014).

Table 4 shows that the majority of respondents have households with 1 to 4 individuals (62.9 percent). Only a small percentage of residents (35.3%) live in families with 5 to 9 members, and only a small percentage of household leaders (1.8%) reported households with 10 or more members. Because the research regions are district capitals, the preponderance of lower household sizes could be explained. The average household size in Kwahu South District is 4.1, which is the same as the region, according to the 2010 population and housing census (GSS, 2014).

One of the factors that has been recognized as influencing inhabitants' emotional attitudes is their income (Harill, 2004). Residents in high-income groups, according to Lindberg et al. (2001), are more supportive of tourism

development. Table 4 shows that slightly more than a third of respondents (34.8%) are in the GHC 101.00-500.00 income category, with 23.9 percent and 22.5 percent in the GHC 501.00-1000.00 and GHC 1001.00-2000.00 income brackets, respectively. A lower percentage of respondents reported revenues of less than GHC 100.00, while 12.3% claimed earnings of more than GHC 2000.00. According to the citizens' income distribution, the majority of them earned more than GHC 500.00. This suggests that the residents were in the middle of the income scale.

Individuals' perceptions and attitudes about tourism have been proven to be influenced by their residence's proximity to a tourism hotspot (Amuquandoh, 2010). According to Table 4, the majority of respondents (89.3%) were natives of the study area, with Obomen (31.6%), Mpraeso (28.5%), Nkawkaw (22.7%), and Abetifi (17.2%) having the highest community presence. The majority of respondents (45.2 percent) have lived in the study region for at least 21 years, while just 3.9 percent have lived in the study area for less than 5 years.

The Socio Demographic Characteristics of the Qualitative Respondents (IDI)

General Profile of Participants

Purposive sampling was used to identify a total of fifteen (15) participants for the in-depth interview. There were eight (8) guys and seven (7) ladies interviewed in total. A 26-year-old female was the youngest respondent, while a 47-year-old male was the oldest. This indicates that the participants were mostly young. Five (33.3 percent) of the fifteen (15) participants were from Nkawkaw, five (33.3 percent) from Abetifi, and five (33.3 percent) from Mpraeso.

Table 4: Profile of Discussants (IDI)

Socio-Demographic Variables	N	Percentage
Discussants	15	100%
Sex		
Male	8	53.3
Female	7	46.7
Age		
20-39	11	73.3
40-59	4	26.7
Education Attainment		
No formal education	2	13.0
Basic	7	47.0
Senior	6	40.0
Religion Status		
Christian	15	100
Islam	0	00.0
Traditional	0	00.0
Marital Status		
Never married	5	33.3
Married	9	60.0
Ever married	1	6.7
Household Size		
1- 4	10	66.7
5-9	4	26.6
10+	1	6.7
Income Level		
GHC 101-500	8	53.3
GHC 501-1000	4	26.7
GHC 1001-above	3	20.0
Occupation		
Businesspersons	6	40.0

Drivers	6	40.0
Seamstress	3	20.0
Indigene Status		
Indigene	12	80.0
Non-Indigene	3	20.0
Place of Residence		
Mpreaso	5	33.3
Nkawkaw	5	33.3

Table 4 continued

Socio-Demographic Variables		
	<u>N</u>	<u>Percentage</u>
Years Living in the Community		
Up to 5	2	13.3
6-10	2	13.3
11- 15	3	20.0
16-20	3	20.0
20+	5	33.3

Source: Fieldwork (2019)

Residents who are Kwahu natives and have lived in the villages for more than five years, as well as service providers who may have had frequent contact and interactions with visitors, were chosen by the researcher. These individuals' services qualified them to furnish the researcher with the necessary data for the study.

The majority of the participants (60 percent) were married, with six (33.3%) being single and one (6.7%) having previously married. The majority of the participants had had formal education, with the most basic schooling being the most common (40 percent). Each respondent's average monthly income was different. The majority of discussants (53%) made between GH 101 and GH 500, four discussants (26.7%) made between GH 501 and GH 1000, and just three discussants (20%) made between GH 10001 and higher.

Residents' Emotional States toward Tourists

The findings in this chapter were achieved by a combination of graphical analysis and descriptive tables, as well as a chi-square connection test. The section opens with an explanation of how inhabitants' emotional states are distributed (positive and negative). The part goes on to look at the residents' basic emotional states in relation to their important socio-demographic characteristics. Shaver et al(1987) .'s list of distinct emotions, which defines emotions experienced surrounding consumer consumption, is one of the most widely used scales in marketing (Richins, 1997). Happy, anger, guilt, sadness, fear, and surprise are the six primary emotions. These emotional states, according to Faullant, Matzler, and Mooradian (2007), alter one's perception and attitude toward tourism.

According to the data in Table 6, more over half of the respondents (51.9%) had strong positive emotional experiences with visitors, while 44.3 percent had moderate pleasant emotional experiences with tourists. Only 3.9 percent of those polled said they have had no pleasant emotional interactions with tourists. The combined findings imply that, while some inhabitants tend to have mixed emotional reactions to tourists, the positive emotional reactions of residents to tourists outnumber the negative emotional reactions.

Table 5: Residents' Emotional States towards Tourists

Emotional Experience	Not at all	Moderate	Strong	Mean	SD
Positive emotional experience (overall)	3.9	44.3	51.9	3.36	0.941
<i>Happiness emotions (overall)</i>	<i>4.8</i>	<i>43.6</i>	<i>51.7</i>	<i>2.47</i>	<i>0.587</i>
I felt happy	10.9	31.1	58.0	3.17	0.977
I felt satisfied	13.6	42.6	43.8	3.24	0.961
I felt honoured	12.3	38.8	48.9	3.30	0.975

I felt cheerful	12.3	33.0	54.7	3.44	0.904
I felt joy	9.5	27.8	62.7	3.34	0.950
I felt inspired	11.3	32.0	56.8	3.09	1.076
I felt a sense of pleasure	9.0	34.5	56.6	2.48	0.572
<i>Surprise emotions-positive (overall)</i>	<i>17.9</i>	<i>37.4</i>	<i>44.6</i>	<i>2.27</i>	<i>0.745</i>
I felt surprised	17.9	37.4	44.6	3.39	0.881
Negative emotional experience (Overall)	50.6	43.9	5.5	1.75	1.078

Table 5 continued

<i>Anger emotions (overall)</i>	<i>56.1</i>	<i>36.0</i>	<i>7.9</i>	<i>1.52</i>	<i>0.639</i>
I felt angry	66.0	26.6	7.4	1.77	1.110
I felt annoyed	66.4	24.1	9.5	1.70	1.055
<i>Guilt emotions (overall)</i>	<i>66.3</i>	<i>25.3</i>	<i>8.4</i>	<i>1.42</i>	<i>0.643</i>
I felt disappointed	66.3	25.3	8.4	2.04	1.132
<i>Fear emotions (overall)</i>	<i>66.3</i>	<i>25.3</i>	<i>8.4</i>	<i>1.71</i>	<i>0.664</i>
I was afraid	52.7	37.9	9.4	2.13	1.193
I felt worried	50.6	34.8	14.6	2.37	1.319
<i>Sad emotions (overall)</i>	<i>40.6</i>	<i>47.6</i>	<i>11.8</i>	<i>1.73</i>	<i>0.672</i>
I felt sad	68.4	25.0	6.7	1.76	1.094
I felt unsatisfied	46.1	24.8	29.2	1.55	0.598

Source: Fieldwork (2019)

Residents' emotional states can be utilized to assess their attitudes toward tourists and the tourism sector in general. Items like pleased, satisfied, honored, cheerful, joyous, inspired, and a sensation of pleasure were used to assess the positive emotional state. Residents' favorable sentiments indicate that they are content with tourists' presence in their neighborhoods. Residents in

Table 6 reported feeling glad (3.17), satisfied (3.24), honored (3.30), cheerful (3.44), joy (3.34), inspired (3.09), pleasure (2.48), and pleasant surprise retrospectively (3.39). This indicates that residents have a higher level of happy feeling and a lower level of negative emotion. For tourists, there is an induction of positive sensations of happiness, positive surprise, and love, as well as a reduction of feelings of dissatisfaction, aggravation, and unease. Residents in all three villages accept and are willing to stay with tourists that visit the traditional area, according to the results. Residents' good emotional states indicate that they are pleased with tourists' attitudes and behaviors that elicit positive emotions. This finding is consistent with Dube and Menon's (2000) discovery that the role of happy emotions and satisfaction are causally related. They claimed that happy emotions evoked by good relationships are positively connected with satisfaction, and negative emotions are associated with discontent. The findings of this study corroborate those of Lee et al(2008) 's study, suggesting that satisfied aspects produce happy emotions. Similar results were seen in the IDI with various service providers in the four communities. A total of 15 community members were asked to list the emotional experiences they had while interacting with tourists. The majority indicated positive emotions such as happiness, excitement, joy, and overwhelm. The findings from the quantitative portion of the investigation were mostly corroborated by the IDI. This means that residents appreciate features of tourist in terms of their behaviour. For instance, one driver says:

“we are always happy to receive tourists because we like them.

Most of the Abrofo (whites) tourists are friendly and nice and I

become proud when I see tourists. When I see tourists I feel like

helping them because they may need something, is like putting myself in their shoes that is being a stranger in someone's land, I am comfortable staying with them and wish they could stay here for more" because we make money when they come [Male, Driver, 32 years, Abetifi].

"I wish the days for Easter season could be extended to familiarize ourselves with tourists. We love to stay with the good behaved ones. We feel proud, happy and comfortable staying with tourists"
[Female trader, 29 years, Nkawkaw].

Similar views on how a resident expressed herself

".....- I am always happy seeing tourists around my hotel. You know by the nature of my work I have to smile always to customers including tourists so that they will feel at home. Even seeing white people around tells you that you are also somebody, we feel proud seeing tourists around. I also express my happiness by smiling and assisting them if the need arises.... [Female, 27 years, Nkawkaw]

Another resident stated that,

"if they are happy we are happy because we are here to serve them, whenever I see tourists, I become happy because they make our town popular. As a result, we sometimes smile to them, interact and speak with them. At times too, I express my happiness by calling them with their natural names like Akosua,

what influences them. An empirical review clearly shows that one's socio-demographic background has a significant impact on one's emotional state or experiences (Harrill & Potts, 2003). Several studies have linked inhabitants' emotional experiences to their socio-demographic background (Kohn, 1997; Tomljenovic & Faulkner, 2000; Garg, 2004; Chuang & Kung, 2005; Woosnam, 2012; Prayag, Hosany & Odeh, 2013; Zhang et al., 2014). Furthermore, the conceptual framework that informs this study linked inhabitants' emotional condition to their socio-demographic background. The variation of inhabitants' positive emotional states across various sociodemographic variables was identified using descriptive tables and chi-square test of differences. Two (2) key emotions considered as positive emotional experiences are *happiness* and *surprise*. The discussion of the distribution of these emotions by socio-demographic characteristics of respondents is provided as follows.

Table 6: Positive Emotional State towards Tourists by Socio Demographic Characteristics

Socio- characteristics	N	Not at all	Positive Emotional Experience		χ^2	P-value demographic
			Moderate	Strong		
<i>Sex</i>						
Male	313	3.2	47.0	49.8	2.48	0.290
Female	256	4.7	41.0	54.3		
Total	569	3.9	44.3	51.9		
<i>Age</i>						
18-39	297	2.0	39.7	58.3	17.98***	0.001
40-59	206	5.8	52.9	41.3		
60+	66	6.1	37.9	56.1		

Total	569	3.9	44.3	51.9		
<i>Education attainment</i>						
No formal education	32	6.3	65.6	28.1		
Basic	132	3.0	47.7	49.2		
Secondary	176	2.3	42.6	55.1	11.68*	0.070
Tertiary	229	5.2	40.6	54.2		
Total	569	3.9	44.3	51.9		
Positive Emotional Experience						
Socio-characteristics	N	Not at all	Moderate	Strong	χ^2	P-value demographic
<i>Religion</i>						
Christian	501	3.0	42.9	54.1		
Islam	41	12.2	43.9	43.9		
Traditional	25	8.0	76.0	16.0	24.38***	0.000
No religion	2	0.0	0.0	100.0		
Total	569	3.9	44.3	51.9		
<i>Marital status</i>						
Never married	212	1.4	39.2	59.4		
Married	309	5.2	46.9	47.9	11.37**	0.023
Ever married	48	6.3	50.0	43.8		
Total	569	3.9	44.3	51.9		
<i>Household size</i>						
1-4	358	2.5	43.6	53.9		
5-9	201	5.5	47.3	47.3	14.61***	0.006

10+	10	20.0	10.0	70.0
Total	569	3.9	44.3	51.9

Income level

Less than GH¢ 100	37	2.7	54.1	43.2
GH¢ 101-500	198	1.5	46.5	52.0
GH¢501-1000	136	7.4	39.0	53.7
GH¢ 1001 -2000	128	3.9	42.2	53.9
Above GHC 2000	70	4.3	47.1	48.6
Total	569	3.9	44.3	51.9

10.27 0.247

Socio- characteristics	N	Positive Emotional Experience			χ^2	P-value	demographic
		Not at all	Moderate	Strong			

Indigene status

Indigene	508	3.7	42.1	54.1		
Non-indigene	61	4.9	62.3	32.8	9.98***	0.007
Total	569	3.9	44.3	51.9		

Community

Nkawkaw	129	5.4	47.3	47.3		
Mpraeso	162	1.9	42.0	56.2		
Abetifi	98	7.1	62.2	30.6	31.09***	0.000
Obomen	180	2.8	34.4	62.8		
Total	569	3.9	44.3	51.9		

in

Years living community

Up to 5	22	9.1	63.6	27.3
---------	----	-----	------	------

6-10	81	1.2	58.0	40.7		
11-15	111	4.5	46.0	49.6		
16-20	98	4.1	51.0	44.9	24.25***	0.002
21+	257	3.9	35.0	61.1		
Total	569	3.9	44.3	51.9		

Source: Fieldwork, (2019)

Note: ***, **, and * represent statistical significance at the 1%, 5% and 10% levels of significance, respectively.

The findings demonstrate that there is no statistically significant link between residents' sex experiences and their income levels. This suggests that residents' gender has no bearing on their emotional reactions to tourists. This is in line with the findings of Brody and Hall (1993) and Simon and Nath (2004), who found no link between gender and men's and women's emotional experiences. In their study of online and retrospective emotions in Norway, Hetland et al. (2016) discovered that gender differences do not reflect a distinct pattern. Women, on the other hand, express their feelings more than men, according to Seidlitz and Diener (1998). Positive emotional state and age categories, on the other hand, have a statistically significant link ($P=0.001$). Residents between the ages of 18 and 39, as well as those aged 60 and higher, had more positive feelings toward visitors (58.3 percent and 56.1 percent, respectively) than those between the ages of 40 and 59. (41.3 percent). At the ten percent ($P=0.070$) level of statistical significance, there was a statistically significant association between education attainment and the level of pleasant emotional state of inhabitants toward tourists. The findings indicate that inhabitants with a high degree of education have good emotional reactions to tourists. Those with formal education appear to have more favorable emotional experiences toward

tourists than residents without formal education, with those with secondary and tertiary education expressing a somewhat higher level of good emotional experiences (55.1 percent and 54.2 percent, respectively). Residents with higher levels of education expressed satisfaction and delight to tourists, as seen by Henriques and Davidson (2000). The above assertion was backed up by evidence from the in-depth interviews.

Here is an expression by a tour operator who hold diploma certificate from polytechnic:

I always express love tourists, I feel happy to see tourists in my community, and whenever I see them I feel like helping them to meet their needs because I was once a tourist in someone's country. Tourists are vulnerable in terms accessibilities and locations, so it has always been a pleasure to help them [Male, Tour operator, 40 years].

At the 1% level of statistical significance ($P= 0.000$), there was a statistically significant association between positive emotional condition of inhabitants and tourists in terms of religion. Residents with no religious connection appear to have a favourable emotional response to tourists (100 percent), followed by Christians (54.1 percent) and Muslims (54.1 percent) (43.9 percent). The results of IDIs reinforces the above findings, where most of the residents interviewed (service providers) expressed this common view:

.... you see, due to our culture and religious background we entertain visitors they are like angels sent by God so if you treat them well God can bless you. If you welcome the person and he doesn't show any sign or appreciation you just take it like that.

But if the person's attitude is good for you, you appreciate it for the person to know that you are grateful of him/her coming. So it is the church doctrine that influences our emotional state that is why we show love, happiness and joy to tourists [female, Trader, 26 years].

I have always love tourists because they are strangers who may need help. According to the bible we must always show love to people as the bible says love your neighbour as yourself so me I love tourists and I'm happy to see tourists in my communities [Female Receptionist, 32 years].

When compared to those in marital unions (47.9%) and those who have ever married, those who have never been in any marriage connection had considerably more positive emotional experiences towards tourists (59.4%). (43.8 percent). This indicates that there is a statistically significant link between residents' good emotional states and their married status.

Residents

The level of pleasant emotional feelings of inhabitants toward tourists has a strong link with household size [$P=0.006$]. In general, locals with bigger household sizes reported having less positive emotional experiences with tourists. Additionally, when compared to non-indigenous locals, indigenes have a statistically significant higher level of emotional feelings toward tourists ($P=0.000$). Comparing residents in Obomen (62.8%) and Mpraeso (56.2%) to those in Nkawkaw (47.3%) and Abetifi (47.3%), a statistically significant larger proportion of people in Obomen (62.8%) and Mpraeso (56.2%) had better

positive emotional responses toward tourists (30.6 percent). Finally, compared to individuals who had stayed in the research region for less than five (5) years, those who had lived in the area for longer had a statistically significant degree of good emotional interactions with tourists [$P=0.002$]. In a study of Turkish inhabitants, Cavus and Tanrisevdi (2002) discovered that older people had a more unfavorable emotional experience of tourists than younger residents. The following are descriptions of negative emotions from a variety of socioeconomic backgrounds.

Happiness by Socio-Demographic Characteristics

The two key emotions considered as positive emotional experiences in this study are *happiness* and positive *surprise*. Happiness has two components: how one feels, which includes moods, and fulfillment of one's wants, which refers to the amount to which the individual believes his or her needs are met (Rojas & Veenhoven, 2013). Several scholars (e.g., Bimonte & Faralla, 2012; Hills & Argyle, 2001) suggest that happiness is a multidimensional construct that may be measured using either subjective measurements (asking people about their feelings of happiness) or objective measures (psychological and neurobiological indicators) (2012). Subjective approaches, however, have been found to be among the most appropriate instruments for assessing happiness and understanding the drivers of happiness, as Bimonte and Faralla (2012) explain. As a result, this research took a subjective approach to determining inhabitants' emotional states. Table 8 demonstrates the distribution of happiness feelings by socio-demographic factors, with statistically significant correlations for age, religion, household size, indigenous status, community, and years living in

community. Overall, the table shows that a higher proportion of people between the ages of 18 and 39 showed joyful emotions than those between the ages of 40 and 49.

Table 7: Happiness Emotional Experiences by Socio-demographic Characteristics

Socio-demographic characteristics	Happiness Experience			Emotional		
	N	Not at all	Moderate	Strong	χ^2	P-value
<i>Sex</i>						
Male	313	4.2	45.1	50.8	0.96	0.620
Female	256	5.5	41.8	52.7		
Total	569	4.8	43.6	51.7		
<i>Age</i>						
18-39	297	2.4	40.7	56.9	18.31***	0.001
40-59	206	6.8	51.0	42.2		
60+	66	9.1	33.3	57.6		
Total	569	4.8	43.6	51.7		
<i>Education attainment</i>						
No formal education	32	12.5	56.3	31.3	9.87	0.130
Basic		3.0	46.2	50.8		
	132					
Secondary	176	4.0	41.5	54.6		
Tertiary	229	5.2	41.9	52.8		
Total	569	4.8	43.6	51.7		
<i>Religion</i>						

Christian	501	3.6	42.5	53.9	22.14***	0.001
Islam	41	14.6	41.5	43.9		
Traditional	25	12.0	68.0	20.0		
No religion	2	0.0	50.0	50.0		
Total	569	4.8	43.6	51.7		
<i>Marital status</i>						
Never married	212	1.9	42.0	56.1	7.36	0.118
Married	309	6.5	44.3	49.2		
Ever married	48	6.3	45.8	47.9		
Total	569	4.8	43.6	51.7		
<i>Household size</i>						
1-4	358	2.8	43.6	53.6	15.30***	0.004
5-9	201	7.5	45.3	47.3		
10+	10	20.0	10.0	70.0		
Total	56	4.8	43.6	51.7		
<i>Income level</i>						
Less than GH¢ 100	37	2.7	56.8	40.5	10.12	0.257
GH¢ 101-500	198	2.5	43.4	54.0		
GH¢ 501-1000	136	8.8	40.4	50.7		
GH¢ 1001 -2000	128	4.7	43.0	52.3		
Above GH¢ 2000	70	4.3	44.3	51.4		
Total	569	4.8	43.6	51.7		

Table 7 continued

Socio-demographic characteristics	Happiness Emotional Experience					
	N	Not	at Moderate	Stro	χ^2	P-
<i>Indigene status</i>						
Indigene	50	4.7	41.5	53.7	8.50**	0.01
	8					4
Non-indigene	61	4.9	60.7	34.4		
Total	56	4.8	43.6	51.7		
<i>Community</i>						
Nkawkaw	12	7.0	42.6	50.4	26.34***	0.00
	9					0
Mpraeso	16	2.5	39.5	58.0		
	2					
Abetifi	98	8.2	61.2	30.6		

Obomen	18	3.3	38.3	58.3
Total	56	4.8	43.6	51.7

Years living in community

Up to 5	22	9.1	68.2	22.7	21.70***	0.00
6-10	81	2.5	51.9	45.7		
11-15	11	4.5	42.3	53.2		
16-20	98	4.1	54.1	41.8		
21+	25	5.5	35.4	59.1		
<u>Total</u>	<u>56</u>	<u>4.8</u>	<u>43.6</u>	<u>51.7</u>		

Source: Fieldwork (2019)

Note: ***, **, and * represent statistical significance at the 1%, 5% and 10% levels of significance, respectively.

The distribution of happiness emotions by religion showed that a bigger proportion of Christians than other religions expressed happiness emotions toward tourists. This could be due to Christian doctrine that claims Christians must be welcoming and stranger lovers in order to be regarded righteous and holy in God's eyes (Titus 1:8). In comparison, a higher proportion of those with small households (1-4 members) appeared to have positive feelings toward tourists. When compared to non-indigenes, a higher proportion of indigenous people (53.7 percent) expressed strong positive feelings toward tourists (34.4 percent). This could be owing to tourism's significant impact to local economies. Across the research communities, there are statistically significant variances in locals' happiness emotions toward tourists. Locals of Abetifi reported the lowest proportion of people experiencing positive sentiments

toward tourists when compared to residents in other localities. This means that some Kwahu inhabitants are dissatisfied and receive fewer benefits from tourism than Mpraeso residents. Finally, it is clear that people who resided in the study towns for less than 5 years reported being less happy about tourists than those who lived in the villages for more than 5 years.

Surprise by Socio-Demographic Characteristics

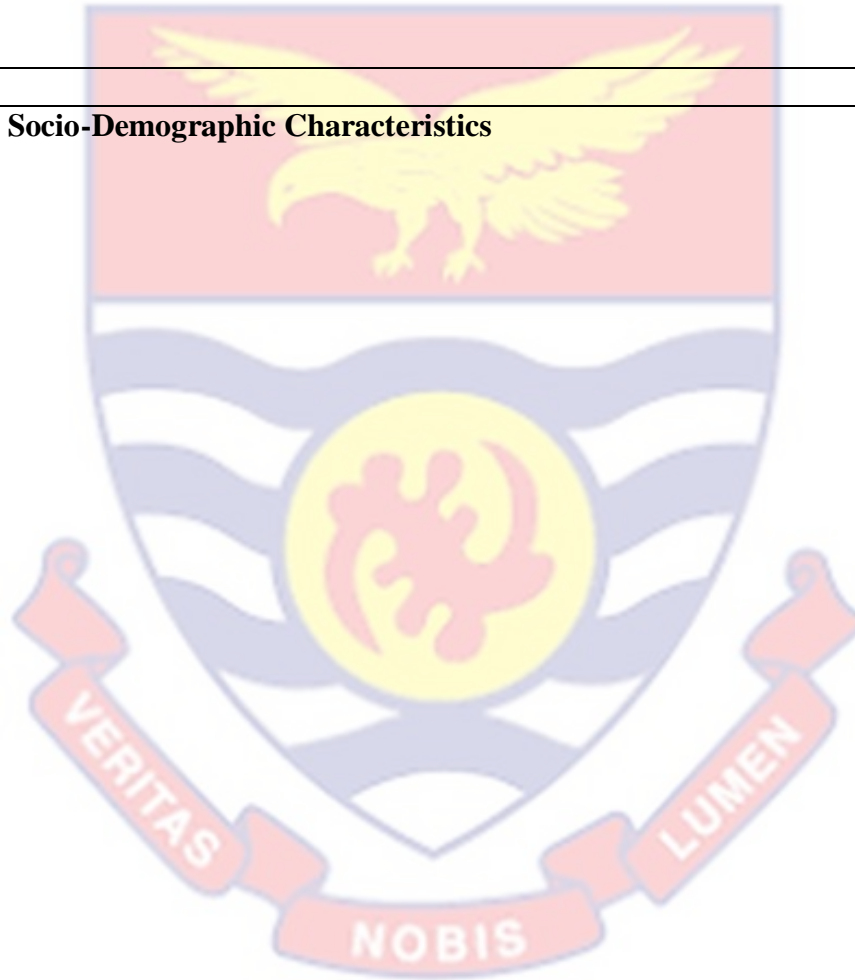
Table 9 shows the distribution of residents' positive surprise emotional experiences based on socio-demographic factors. There is a statistically significant association between age, education attainment, religion, marital status, family size, indigene status, community, and years living in community in the distribution of inhabitants' surprise emotional experiences. Positive surprise toward tourists was expressed by a higher proportion of individuals in the younger age groups (18-39 years) than those in the older age groups. The distribution of surprise emotional experiences among respondents' levels of education reveals that individuals with little formal education are less likely than those with some degrees of education to have surprise emotions toward visitors. In terms of religion, a bigger number of Christians expressed surprise sentiments toward tourists when compared to those in Islam and Traditional religious connections. In terms of marital status, it is observed that a bigger proportion of individuals who have never married express favorable surprise toward tourists than those who are married or who were once married.



Socio-demographic characteristics	N	Not at all	Moderate	Strong	Pearson Chi2	P-value
Sex						
Male	313	17.9	37.7	44.4	0.02	0.989
Female	256	18.0	37.1	44.9		
Total	569	17.9	37.4	44.6		
Age						
18-39	297	14.8	31.7	53.5	25.24***	0.000
40-59	206	20.4	47.6	32.0		
60+	66	24.2	31.8	43.9		
Total	569	17.9	37.4	44.6		
Education attainment						
No formal education	32	21.9	53.1	25.0	13.07**	0.042
Basic	132	22.7	31.1	46.2		
Secondary	176	14.2	34.7	51.1		
Tertiary	229	17.5	41.1	41.5		
Total	569	17.9	37.4	44.6		
Religion						
Christian	501	16.6	37.5	45.9	12.59*	0.050
Islam	41	24.4	34.2	41.5		

Traditional 25 36.0 44.0 20.0

Table 8: Surprise Emotional Experiences by Socio-Demographic Characteristics



Socio-demographic characteristics	N	Not at all	Moderate	Strong	Pearson Chi2	P-value
No religion	2	0.0	0.0	100.0		
Total	569	17.9	37.4	44.6		
Marital status						
Never married	212	15.1	34.4	50.5	8.53*	0.074
Married	309	18.1	39.5	42.4		
Ever married	48	29.2	37.5	33.3		
Total	569	17.9	37.4	44.6		
Household size						
1-4	358	15.9	35.8	48.3	9.94**	0.041
5-9	201	20.9	41.8	37.3		
10+	10	30.0	10.0	60.0		
Total	569	17.9	37.4	44.6		
Income level						
Less than GHC 100	37	21.6	35.1	43.2	6.46	0.596
GHC 101-500	198	16.7	34.3	49.0		
GHC 501-1000	136	18.4	39.0	42.7		
GHC 1001 -2000	128	17.2	35.9	46.9		
Above GHC 2000	70	20.0	47.1	32.9		
Total	569	17.9	37.4	44.6		



Socio-demographic characteristics	N	Not at all	Moderate	Strong	Pearson Chi2	P-value
©University of Cape Coast https://ir.ucc.edu.gh/xmlui						
Indigene status						
Indigene	508	17.9	36.0	46.1	4.67*	0.097
Non-indigene	61	18.0	49.2	32.8		
Total	569	17.9	37.4	44.6		
Community						
Nkawkaw	129	24.8	37.2	38.0	33.47***	0.000
Mpraeso	162	15.4	37.0	47.5		
Abetifi	98	19.4	55.1	25.5		
Obomen	180	14.4	28.3	57.2		
Total	569	17.9	37.4	44.6		
Years living in community						
Up to 5	22	22.7	50.0	27.3	35.30***	0.000
6-10	81	19.8	55.6	24.7		
11-15	111	19.8	36.9	43.2		
16-20	98	20.4	43.9	35.7		
21+	257	15.2	28.4	56.4		
Total	569	17.9	37.4	44.6		

Source: Fieldwork (2019)

Note: ***, **, and * represent statistical significance at the 1%, 5% and 10% levels of significance, respectively.

The findings show that, in comparison to those with larger household sizes (more than four members), a higher proportion of those with smaller home sizes (1-4 persons) had surprising emotional feelings toward tourists. In the various study communities, a higher proportion of indigenous people reported surprise sentiments toward tourists than their non-indigenous counterparts. In comparison to their peers in the other Abetifi and Nkawkaw communities, a higher proportion of people in Obomen and Mpraeso indicated higher surprise emotions toward tourists across the study groups. Because Mpraeso and Obomen are the epicenter of KEF, this is the case. According to GTA, these areas and its environs, such as Obo, Atibie, and the rest, receive more tourists (2013). Tourist attractions and a wide range of entertainment are available in these places.

Negative Emotional States towards Tourists by Socio-Demographic Characteristics

The four (4) key emotions that characterize negative emotional states in the study are anger, guilt, fear and sadness. Table 10 below discusses the distribution of residents' negative emotional experiences towards tourists by key socio-demographic characteristics



Table 9: Negative Emotional States towards Tourists by Socio-Demographic Characteristics

Socio-demographic characteristics	N	Not at all	Moderate	Strong	Pearson Chi2	P-value
Sex						
Male	313	51.1	43.8	5.1	0.18	0.912
Female	256	50.0	44.1	5.9		
Total	569	50.6	43.9	5.5		
Age						
18-39	297	50.8	45.5	3.7	5.66	0.226
40-59	206	48.1	44.2	7.8		
60+	66	57.6	36.4	6.1		
Total	569	50.6	43.9	5.5		
Education attainment						
No formal education	32	40.6	50.0	9.4	3.56	0.736
Basic	132	49.2	47.0	3.8		
Secondary	176	53.4	41.5	5.1		
Tertiary	229	50.7	43.2	6.1		
Total	569	50.6	43.9	5.5		
Religion						
Christian	501	53.1	42.5	4.4	24.19***	0.000
Islam	41	34.2	51.2	14.6		
Traditional	25	28.0	64.0	8.0		
No religion	2	50.0	0.0	50.0		
Total	569	50.6	43.9	5.5		

Marital status

Never married	212	55.2	42.0	2.8	11.72***	0.020
Married	309	46.6	45.3	8.1		
Ever married	48	56.3	43.8	0.0		

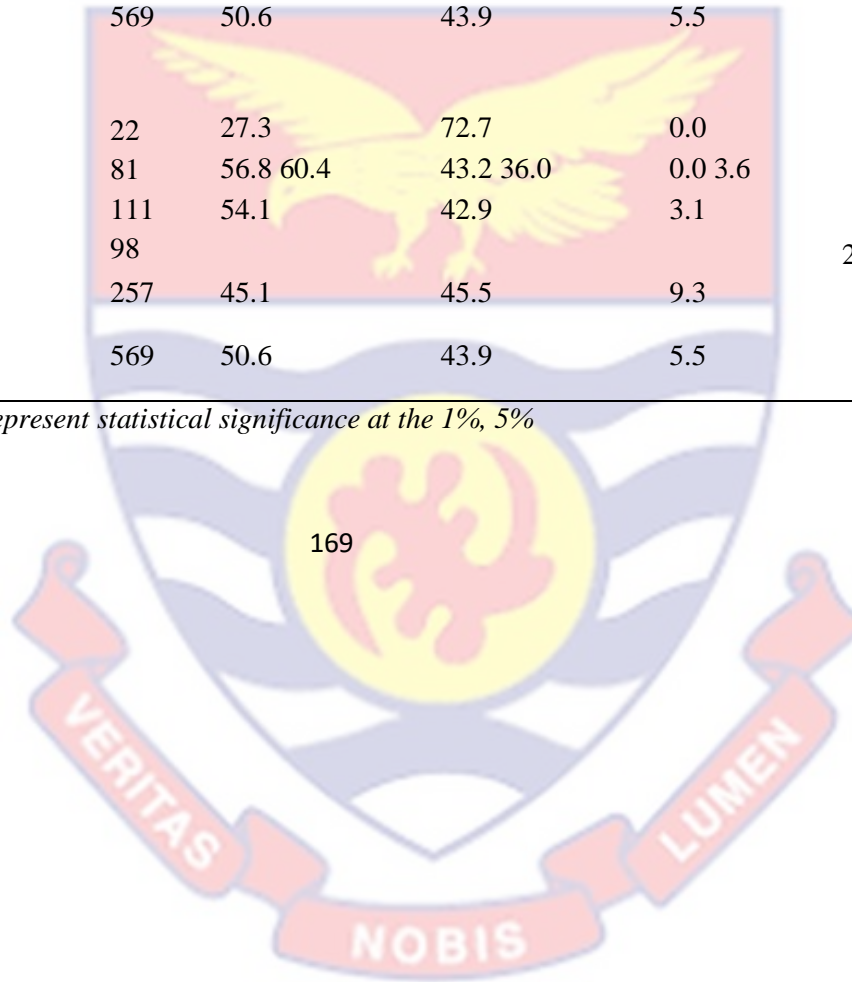
168

Table 9 continued

Socio-demographic characteristics	N	Not at all	Moderate	Strong	Pearson Chi2	P-value			
Total	569	50.6	43.9	5.5	9.09*	0.059			
Household size									
1-4	358	48.9	47.2	3.9					
5-9 10+	201	52.7	38.8	8.5					
10	10	70.0	30.0	0.0					
Total	569	50.6	43.9	5.5					
Less than GHC 100	37	43.2	54.1	2.7					
GHC 101-500	198	55.6	46.3	38.4			50.0	6.1	3.7
GHC 501-1000	136	42.2	49.2	8.6					
GHC 1001 -2000	128						17.00**	0.030	
Above GHC 2000	70	64.3	32.9	2.9					
Total	569	50.6	43.9	5.5					
Indigene status					6.43**	0.040			
Indigene	508	51.4	42.5	6.1					
Non-indigene	61	44.3	55.7	0.0					
Total	569	50.6	43.9	5.5					
Community									
Nkawkaw	129	52.7	43.4	3.9					

Mpraeso	162	64.2	34.0	1.9		
Abetifi	98	46.9	48.0	5.1	28.62***	0.000
Obomen	180	38.9	51.1	10.0		
Total	569	50.6	43.9	5.5		
Years living in community						
Up to 5	22	27.3	72.7	0.0		
6-10	81	56.8	60.4	43.2	36.0	0.0 3.6
11-15	111	54.1	42.9	3.1		
16-20	98				27.20***	0.001
21+	257	45.1	45.5	9.3		
Total	569	50.6	43.9	5.5		

Source: Field work, (2019). Note: ***, **, and * represent statistical significance at the 1%, 5%



Residents' unfavorable emotional responses toward tourists are unaffected by socio-demographic factors such as sex, age, and educational attainment. Christians reported the lowest proportion of respondents (4.4 percent) with strong negative emotional experiences toward visitors, similar to the results for pleasant emotional experiences across religious categories. The results of the distribution of negative emotional experiences based on marital status revealed that nearly half of the respondents (46.6 percent) had no bad emotional encounters with tourists. Similarly, respondents in the GHC 1001.002000.00 income level had much more unpleasant emotional encounters with visitors than those in other income categories. Residents' indigene status has a statistically significant association with respondents' unfavorable emotional encounters with tourists. A bigger percentage of indigenous people (51.4%) said they have had no unpleasant emotional interactions with visitors. Similarly, a statistically significant number of inhabitants in Mpraeso responded that they have no unpleasant emotional encounters with tourists when compared to respondents from other areas. Those who have resided in the research communities for five (5) years or less reported a statistically significant larger proportion of inhabitants who had no unfavorable emotions toward visitors than those who have been in the study communities for fewer than five (5) years. Finally, compared to those who had resided in the individual towns for less than 21 years, a higher proportion of those who had lived for more than 21 years expressed significant negative emotions against tourists (9.3%).

Chapter Summary

This chapter looked at the demographics of the survey respondents

(residents) in this study. The effects of socio-demographic factors on residents' emotional attitudes were addressed. The results and comments on the emotional state of residents toward tourists in Kwahu Traditional Area were also given in this chapter. This chapter sought to answer the following question: how do locals feel about tourists? Self-reporting was used to measure emotions retrospectively. Residents' emotional states were determined using descriptive statistics. To begin, the survey discovered that more than half of the people (51.9 percent) had a strong good emotional state toward tourists as opposed to a strong negative emotional state toward tourists. The study uses six basic emotions known as discrete emotions to assess individuals' emotional well-being (happy, anger, guilt, sadness, fear and surprise). Positive feelings such as joy, happiness, honor, pleasure, cheerfulness, inspire, satisfy, and positive surprise were significantly felt in all communities, while minor negative emotions such as anger, irritation, sadness, unsatisfied, disappointed, and negative surprises were observed. This is in line with Lee (2014), who discovered pleasant emotions in her product consumption study. The chapter examined the hypotheses that there is no significant association between residents' socio-demographic features and their emotional state, based on the conceptual framework that underpins this study and other empirical data. In the sense that significant differences were identified, the findings backed up the conceptual framework. The findings suggest that inhabitants, regardless of socio-demographic variables such as age, educational achievement, religion, marital status, or community of residence, have typically pleasant emotional states toward tourists. As a result, the study disproves the theory that inhabitants' emotional states are unaffected by sociodemographic factors.

CHAPTER SEVEN

LEVEL OF RESIDENTS' EMOTIONAL CONNECTEDNESS WITH TOURISTS

Introduction

In this section, statistics on inhabitants' emotional ties to tourists in Kwahu Traditional Area is presented. The classification of emotional connectivity is represented by a three-factor structure, according to Woosnam et al. (2009:615). Nature's friendliness, emotional connection, and empathetic understanding are among them. The extent of emotional connectivity of inhabitants to tourists was investigated in accordance with the conceptual framework. Woosnam (2012) discovered a favorable relationship between emotional connections and attitudinal support for tourism in empirical study, confirming this theoretical approach. The 10 items of Woosnam and Norman's Emotional Solidarity Scale (ESS) were used in the study (2010). Three elements were included in the ten items: a welcoming nature (four things), emotional connection (two items), and sympathetic understanding (one item) (four items). The ESS was chosen for usage because of the specific components within the scale that address relationships in a tourism setting, as well as its strong psychometric qualities (i.e., high reliabilities and validities) as demonstrated in Woosnam's work (2012).

Table 11 shows the description of the scores of both the individual indicators and the constructs. It provides the distribution of respondents' agreement or disagreement with 10 important statements gauging their emotional connectedness with tourists. It displays the classification of the emotional

connectedness of residents across the three (3) key constructs – welcoming nature, emotional closeness and sympathetic understanding.

Table 10: Residents’ Emotional Connectedness with Tourists

Emotional Solidarity Item	Agree (%)	Neutral (%)	Disagree (%)	Mean	SD
Welcoming nature (Overall)	87.0	6.7	6.3	2.19	0.539
I am proud to have tourists in my community	87.4	6.0	6.7	2.22	0.566
I appreciate tourists for the contribution they make to the local economy	85.2	7.4	7.4	2.29	0.610
I feel the community benefits from having tourists.	79.1	12.7	8.3	2.31	0.632
I treat tourists fairly	78.7	12.0	9.3	1.19	0.532
Emotional closeness (Overall)	72.1	16.7	11.3	2.52	0.751
I feel close to some tourists I have met in community	63.6	20.7	15.6	2.49	0.772
I have made friends with some tourists in my community	68.5	14.2	17.2	1.39	0.681
Sympathetic understanding (Overall)	66.8	25.5	7.7	2.67	0.824
I have a lot in common with tourists who visit my community	55.9	21.3	22.9	2.51	0.758
I feel affection toward tourists	65.4	18.5	16.2	2.51	0.727
I identify with tourists in my community	63.1	23.0	13.9	2.37	0.672
I understand tourists who visit my community	74.0	15.1	10.9	1.41	0.630
Overall emotional connectedness	78.9	14.8	6.3	1.27	0.571

(Mean: 1-2.49=agree or disagree....etc.) Source: Fieldwork (2019)

Welcome Nature

Residents' pride in having tourists from all over the world visit their towns (87 percent; mean = 2.19), especially during the Kwahu Easter Festival, were used to measure the welcoming nature (KEF). This indicates that residents' interactions with tourists are likely to be quite positive. These findings are consistent with prior research, such as Maria et al. (2018) and Andereck and

Nyaupane (2011), which found that inhabitants are proud of their villages when visitors visit. Since the introduction of paragliding in 2005, the KEF has taken on an international significance. Tourists from Western countries have made the yearly event a regular item on their tourist calendars. According to a survey published by the Ghana Tourist Authority in 2018, 22 percent of visitors were Americans, 4% were British, and 5% were Germans. Furthermore, the majority of inhabitants (87.4 percent; mean = 2.22) believed that tourists contribute to the local economy. This is in line with the findings of The Nielsen Company (2010), which indicated that locals are proud of tourists because the increased number of visitors helped the area's economic development. Other aspects of nature that residents find welcome include the advantages of having tourists (79.1 percent; mean = 2.31). Even though these jobs are usually seasonal, they help residents make ends meet. Sales personnel, for example, sell and promote goods and services for businesses and service providers such as telecommunications companies, drivers, tour operators, guides, and hoteliers. According to Woosnam (2012), residents with a welcoming nature have personal interests in travelers and tourism. According to Woosnam (2012), a welcoming attitude toward tourists is a strong predictor of communities' support for tourism growth.

Emotional Closeness

Another facet of emotional solidarity looked into inhabitants' emotional ties to visitors. Residents reported feeling connected to some tourists in their neighborhood (63.3 percent; mean = 2.49) and becoming friends with some tourists (68.5 percent; mean = 1.39). This means that locals have a lot of positive interactions with tourists and are better able to recognize the benefits of tourism

development for the town. The emotional closeness of inhabitants is sometimes determined by the level of interest tourists have in the destination's local culture. The emotional intimacy reflects the prevalent perception of Ghanaians, namely that they are hospitable, kind, and provide excellent entertainment to guests. This is in line with Wearing et al. (2010), who stated that emotional intimacy is dependent on residents' friendliness and tourists' satisfaction in getting to know the people. Residents' emotional proximity to tourists effects their attitude and behavior toward tourists and tourism growth, according to Woosnam (2012).

Sympathetic Understanding

Sympathetic understanding is the final dimension of the emotional solidarity construct. Residents' sympathetic knowledge of tourists predicted their level of support for tourism growth significantly. Here, slightly more than half (55.9%; mean = 2.51) agreed that they have a lot in common with tourists who visit their community. This could be owing to the fact that the majority of visitors to Kwahu are Ghanaians, who are more likely to have commonalities such as shared beliefs, language, and behavior. Furthermore, people felt that visitors are loved (65.4 percent; mean = 2.51), that they identify with tourists (63.1 percent; mean = 2.37), and that they understand tourists (74%; mean = 1.41). Residents' liking for tourists and sympathetic comprehension of them are both strong predictors of their support for tourism growth. As documented in the literature (Woosnam, 2009). Furthermore, Woosnam and Aleshinloye (2012) found that residents with a higher level of sympathetic understanding of tourists are more positive and supportive of tourism growth. Similarly, Woosnam (2012) said that sympathetic understanding has a major influence on attitude because people

who live in a tourist attraction location will be able to grasp and comprehend inhabitants' feelings (Draper et al., 2011).

Figure 7 below displays the classification of the emotional connectedness of residents across the three-factor structure of ESS welcoming nature, emotional closeness and sympathetic understanding. Overall, the results indicate that the majority of respondents (78.9%) are highly emotionally connected with tourists.

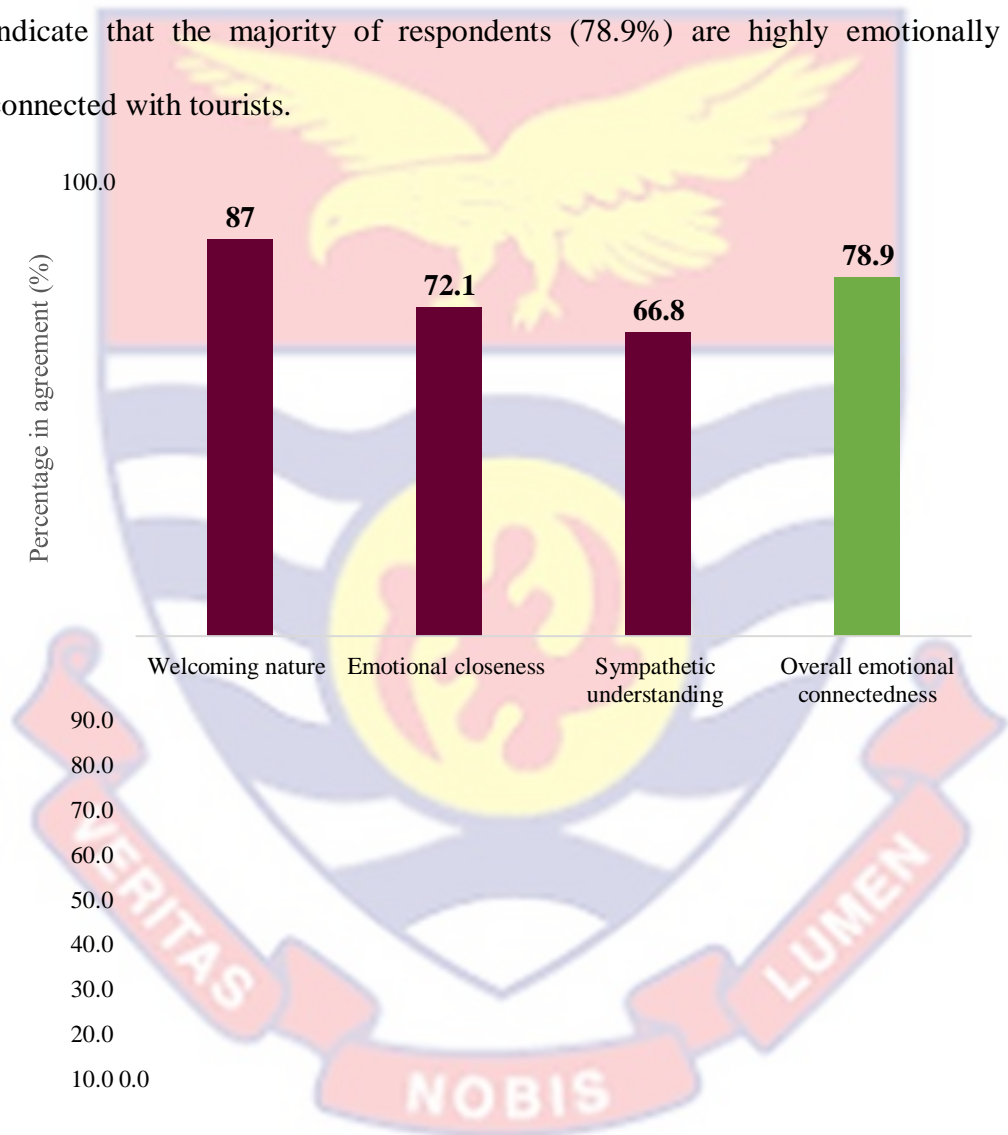


Figure 7: Distribution of Residents' Emotional Connectedness to Tourists by the Three-factor Structure of ESS

Source: Fieldwork (2019)

Respondents exhibited a higher level of connectedness in the category of welcoming nature (87.0 percent), followed by emotional intimacy (78.7 percent), and sympathetic understanding (78.7 percent) throughout the threefactor framework of ESS (66.8 percent). The findings suggest that welcoming nature appears to be a significant element influencing inhabitants' level of connectedness with tourists, which has been documented in the literature. Woosnam and Aleshinloye (2015) found that the friendly nature of inhabitants is one key element that explains connectivity in their study of the utility of ESS.

The Overall Level of Residents' Emotional Connectedness

Respondents were given the option of indicating their total level of emotional attachment to tourists. Figure 8 depicts a high amount of emotional bonding between locals and visitors. Overall, the majority of responders (78.9%) have a strong emotional attachment to tourism. Around 14.8 percent of residents have a tenuous connection. Only 4.3 percent of residents have no emotional attachment to the tourists.

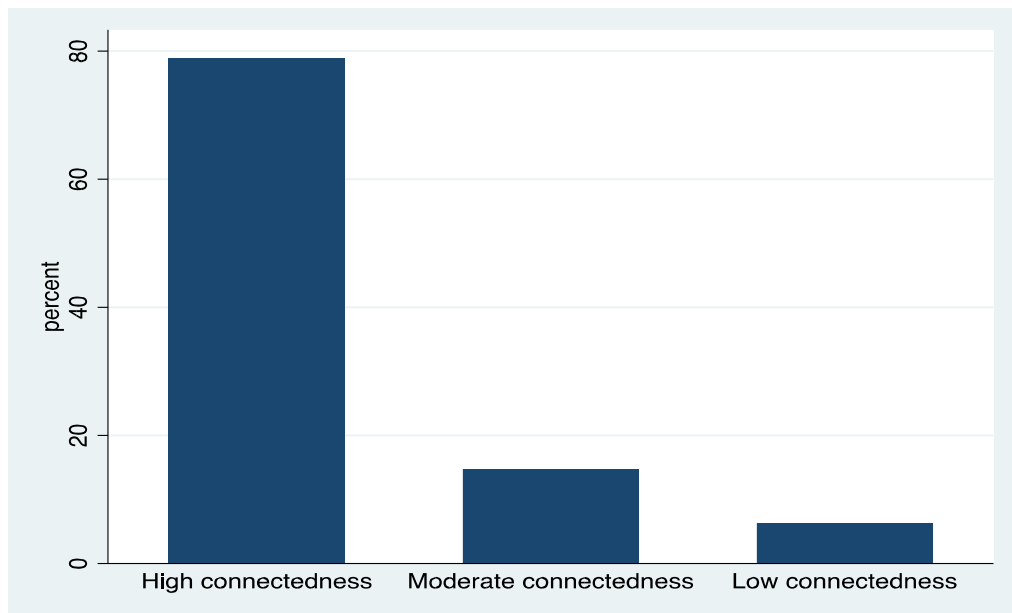


Figure 8: Level of Residents' Emotional Connectedness with Tourists

Source: Fieldwork (2019)

This finding implies that locals have an emotional attachment to visitors. This is reflected in their friendly demeanor, emotional closeness, and sympathetic understanding of tourists; and it implies that there is a high level of interaction, which includes informal, sporadic, and unpredictably formed relationships, as well as those that arise from providing competent tourist services. According to Woosnam (2012), residents have a high level of emotional connection as a result of sharing similar beliefs and behaviors, being physically present, and interacting with tourists. According to Badu-Baide and Kim (2019) and Adeola and Achi (2019), Ghanaians are loving, hospitable, approachable, and ready to welcome visitors and provide any assistance they require. The findings of the study are likewise consistent with previous research on inhabitants' emotional reactions to tourists. According to Teye et al. (2002), the more residents interact with tourists, the stronger the emotional bond

becomes. Similarly, Hammarstrom (2005) and Woosnam et al. (2012) found that the more residents interact with visitors, the more they identify with one another, resulting in stronger bonds. Residents exhibit a high level of emotional connectedness to tourists through frequent interaction, according to Ko and Stewart (2002). Emotions are strong predictors of attitudinal and behavioral responses, according to the findings.

Residents' Emotional Connectedness by Socio-Demographic Characteristics

Empirical research on residents' emotional attitudes and behaviors reveals that there is a relationship between socio-demographic factors and residents' emotional attitudes in a variety of ways (Hansen et al., 2005). Residents' opinions toward tourism have been linked to socio-demographic parameters such as age, gender, education, and occupation (MacGehee & Andereck, 2004). Furthermore, the conceptual framework that informs this research links citizens' socio-demographic backgrounds to their emotional connectedness to tourists, as well as their emotional attitude and behavior toward tourists and tourism in general. As a result, the purpose of this section is to look at how residents' emotional attachment to visitors varies depending on their socio-demographic features. On the data, the chi-square statistic test was used. The five-point Likert scale format used to collect the data was first condensed into three categories: "agree," "neutral," and "disagree." As a result, "strongly agree" and "agree" became "agree," whereas "strongly disagree" and "disagree" became "disagree." The choice to conduct these recoding exercises

was based on the notion that such re-categorisation will make it easier to analyze the results and eliminate any data quality loss (Amuquandor & Adam, 2013).

The result of this analysis is presented in Table 12 below.

Table 12 shows the distribution of residents' emotional connection with tourists across key socio-demographic characteristics. There was no statistically significant difference in the amount of emotional connectivity between males and females inhabitants to tourists when it came to sex distribution. This is in contrast to research by Pizam and Pokela (1985), Ritchie (1988), and Husbands (1989), all of which revealed a strong link between sex and inhabitants' feelings. Other socio-demographic factors, such as income level, indigenous status, and respondent's community, were observed in a similar way.

Table 12: Residents' Emotional Connectedness to Tourists by Socio-Demographic Characteristics

Socio-demographic	Emotional Connectedness				χ^2	P-value
	N	Agree	Neutral	Disagree		
Sex						
Male	313	79.6	15.3	5.1	1.8	0.404
Female	256	78.1	14.1	7.8		
Total	569	78.9	14.8	6.3		
Age						
18-39	297	89.6	9.1	1.4	47.2*	0.000
40-59	206	66.5	21.4	12.1	**	

Socio-demographic characteristics		Emotional Connectedness				χ^2	P-value
		N	Agree	Neutral	Disagree		
60+		66	69.7	19.7	10.6		
Total		569	78.9	14.8	6.3		
Education attainment							
No formal education		32	62.5	18.8	18.8		
Basic		132	75.0	17.4	7.6	15.3	0.018
Secondary		176	84.1	10.2	5.7	**	
Tertiary		229	79.5	16.2	4.4		
Total		569	78.9	14.8	6.3		
Religion							
Christian		501	81.0	15.4	3.6		
Islam		41	68.3	4.9	26.8		
Traditional		25	52.0	20.0	28.0	58.7*	0.000
No religion		2	100.0	0.0	0.0	**	
Total		569	78.9	14.8	6.3		
Marital status							
Never married		212	88.7	9.9	1.4		
Married		309	73.8	16.5	9.7	25.3*	0.000
Ever married		48	68.8	25.0	6.3	**	
Total		569	78.9	14.8	6.3		
Household size							
1-4		358	83.2	14.3	2.5	24.9*	

Socio-demographic characteristics	Emotional Connectedness					P-value
	N	Agree	Neutral	Disagree	χ^2	
5-9	201	71.6	15.4	12.9	**	0.000
10+	10	70.0	20.0	10.0		



Socio-demographic characteristics	Emotional Connectedness				χ^2	P-value
	N	Agree	Neutral	Disagree		
Total	569	78.9	14.8	6.3		
Income level						
Less than GHC 100	37	78.4	10.8	10.8		
GHC 101-500	198	81.8	11.6	6.6		
GHC 501-1000	136	76.5	16.9	6.6	6.4	0.602
GHC 1001 -2000	128	78.1	15.6	6.3		
Above GHC 2000	70	77.1	20.0	2.9		
Total	569	78.9	14.8	6.3		
Indigene status						
Indigene	508	78.9	14.6	6.5	0.3	0.845
Non-indigene	61	78.7	16.4	4.9	3.7	
Total	569	78.9	14.8	6.3		
Community						
Nkawkaw	129	76.0	14.7	9.3	5.7	0.452
Mpraeso/Obomen	162	80.9	13.6	5.6	7.1	
Abetifi	98	74.5	20.4	5.1		
Obomen	180	81.7	12.8	5.6		
Total	569	78.9	14.8	6.3		
Years living in the community						

Socio-demographic characteristics	Emotional Connectedness					P-value
	N	Agree	Neutral	Disagree	χ^2	
Up to 5	22	54.6	31.8	13.6	22.3*	0.004
6-10	81	88.9	8.6	2.5	**	
11-15	111	80.2	11.7	8.1		
16-20	98	69.4	24.5	6.1		
21+	257	80.9	12.8	6.2		
Total	569	78.9	14.8	6.3		

Source: Fieldwork (2019)

Note: ***, **, and * represent statistical significance at the 1%, 5% and 10% levels of significance, respectively.

However, there is a statistically significant relationship between age and emotional connectivity ($P=0.000$) in the age distribution of replies. Among the three age groups, those aged 18 to 39 years (young age group) demonstrated a higher level of emotional attachment with visitors (89.6%), compared to 66.5 percent and 69.7% for those aged 40 to 59 years and those aged 60 and above, respectively. This contradicts the findings of MacGehee and Andereck (2004), who showed a link between age and perceptions of tourists and tourism consequences. This could be because people who have lived in the neighborhood for a longer period of time have a distinct perspective on tourists, which affects their emotional ties with visitors. Tourists were emotionally attached to nearly 90% of respondents between the ages of 18 and 39. These are young people who are powerful and lively, who are interested in tourism and frequently interact with travelers. These individuals serve as organizers, guides, food vendors, sales agents, and in a variety of other capacities, which

Socio-demographic characteristics	Emotional Connectedness				χ^2	P-value
	N	Agree	Neutral	Disagree		

serves to strengthen the emotional relationship between tourists. Some locals are tourists' buddies, and they derive personal benefits from them. This is in line with the prevalent belief that the tourism sector caters to young people. Furthermore, the youth are more likely than their counterparts to work in the sector or find



themselves in the tourism zone. Tosun (2002) and Türker and ztürk (2013), on the other hand, discovered no significant association between age and emotional attachment to tourists and tourism development. The chart also reveals a statistically significant ($p=0.018$) link between inhabitants' emotional closeness to visitors and their educational attainment. The respondents were separated into three groups based on their educational level (Group 1: No formal education; Group 2: Completed secondary and Group 3: tertiary). The findings show that, when compared to those with no formal education, respondents with formal education, particularly those with secondary school, appeared to be more emotionally linked with visitors (84.1 percent). It is clear that people's emotional ties to tourists varies greatly depending on their religious beliefs. Overall, all non-religious respondents (100%) have a strong emotional attachment to tourism, followed by Christians (81.0%), Muslims (68.3%), and Traditionalists (68.3%). (52.0 percent). The majority of people agreed that their religious background has an impact on how they feel about tourists, for example. Christians believe that by properly greeting and entertaining visitors, you have invited an angel into your home.

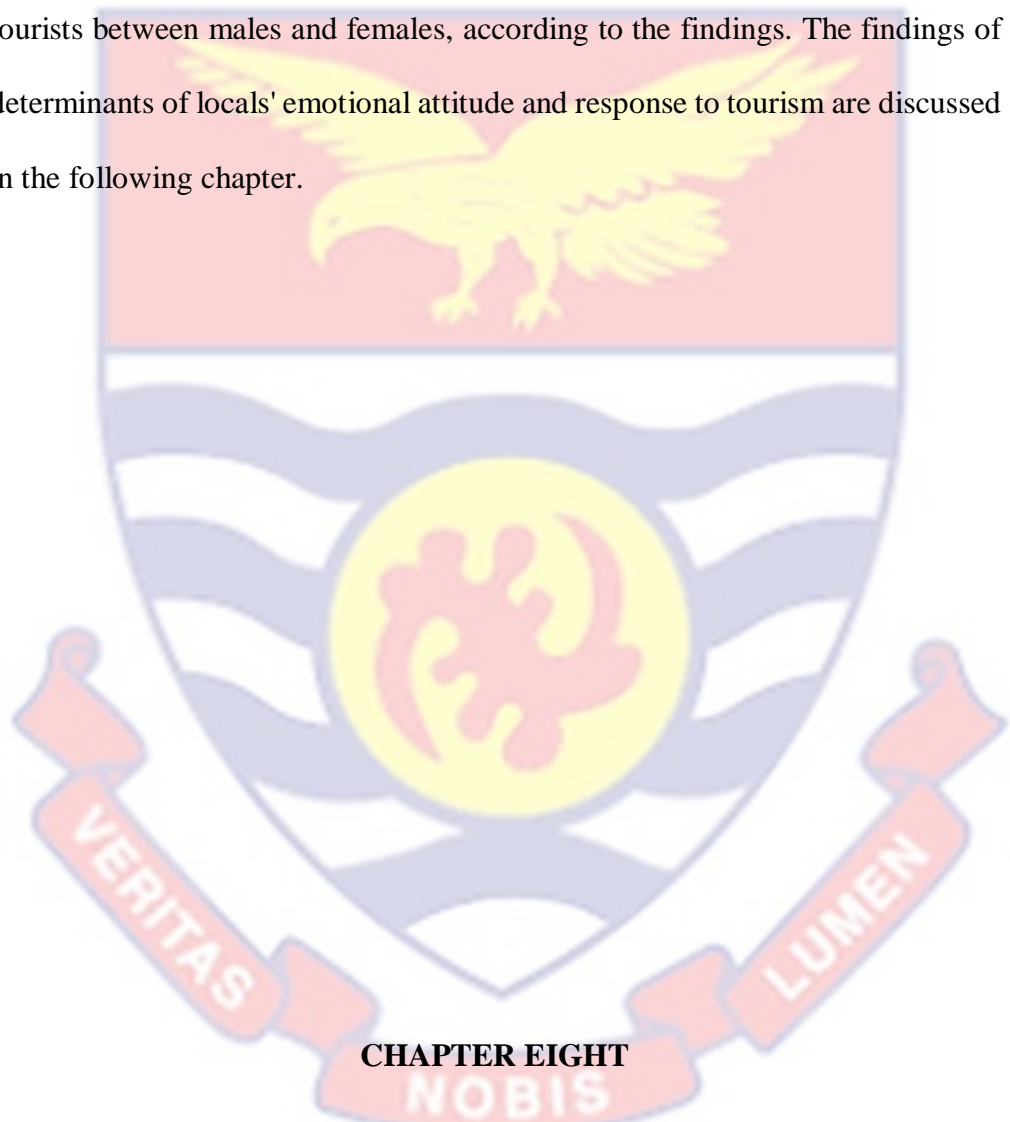
This could be the explanation for their emotional attachment to tourists. Furthermore, a statistically significant relationship ($P=0.000$) was discovered between inhabitants' sense of connectivity and their marital status. When compared to those in a marital union (73.8 percent) and those who were once in a marital union (73.8 percent), individuals who had never married indicated a higher level of emotional closeness with tourists (88.7%). (68.8 percent). This could be due to the fact that those who have never married have had more time to mingle with visitors than those who are married. The level of connectivity of

inhabitants and the size of the household have a statistically significant relationship ($P=0.000$). The distribution of emotional connectivity by household size reveals that households with fewer members (1-4) are more emotionally linked to tourists. Finally, there is a substantial ($P=0.004$) link between residents' degrees of emotional connectivity and the number of years they had lived in the research location. In general, those who have lived in the area for less than five (5) years appear to be less emotionally attached with tourists than those who have been in the area for longer periods of time. The research supports the idea that the longer a person lives in a community, the stronger their emotional commitment to it becomes, resulting in stronger feelings about issues that impact the community. This finding is in line with Sheldon and Abenoja's (2001) conclusion that length of stay has a significant impact on inhabitants' perceptions of visitors in the host region.

Chapter Summary

In conclusion, the goal of this chapter was to answer the question of how emotionally attached inhabitants and tourists are. Overall, the results show a high level of emotional connection between inhabitants and tourists (78.9%). Respondents exhibited a higher level of connectedness in the category of welcoming nature (87.0 percent), followed by emotional intimacy (78.7 percent), and sympathetic understanding (78.7 percent) throughout the threefactor framework of the Emotional Solidarity Scale (66.8 percent). The findings suggest that the welcoming attitude of a community appears to be a significant factor in determining how connected inhabitants are to visitors. This chapter's research focused on the considerable association between residents' levels of emotional connectedness and socio-demographic factors. The findings

refute the premise that residents' levels of emotional connectivity do not differ based on their socio-demographic factors. Indeed, residents' levels of emotional connectivity to tourists fluctuate greatly depending on their age, educational achievement, religion, marital status, and community of living, according to the study. However, there is no significant difference in emotional connectivity to tourists between males and females, according to the findings. The findings of determinants of locals' emotional attitude and response to tourism are discussed in the following chapter.



CHAPTER EIGHT
DETERMINANTS OF RESIDENTS' EMOTIONAL ATTITUDE
TOWARDS TOURISTS

Introduction

This chapter examines the factors that influence residents' emotional reactions to tourists. The chapter is divided into two pieces. The first part of the chapter

focused on descriptive statistics about the elements that influence inhabitants' attitudes. The second portion use Exploratory Factor Analysis (EFA) to discover a few factors among many that influence inhabitants' emotional attitudes and behavior toward visitors. The study used commonly used criteria to evaluate which factors are significant. The Kaiser and Scree tests are two of them. According to the Kaiser test, only factors with an eigenvalue of 1.0 or above should be kept. Despite the fact that there are twenty-eight (28) items, only six (6) criteria qualified to be kept.

Factors as Predictors of Residents’ Emotional Attitude towards Tourists

Investigations into factors that influence residents' emotional attitude were undertaken in accordance with the Emotional Solidarity Theory, Affect Theory of Social Exchange, and Cognitive Appraisal Theory that guided this study. The results of contributors to inhabitants' emotional attitudes toward tourists in the research region are presented in Table 13. Shared values, shared behavior, economic benefits, economic costs, socio-cultural benefits, sociocultural costs, emotional tie to community, and economic reliance on tourism have all been recognized as major influences.

Table 11: Extent of Agreement on Factors Influencing Residents’ Emotional Attitude towards Tourists

Statement	Agree (%)	Neutral (%)	Disagree (%)	Mean	SD
-----------	-----------	-------------	--------------	------	----

Commonalities

Shared belief (beliefs shared with tourists)

I share with tourists the belief that

KTA is unique place to explore

hallmark event and wonderful	83.5	8.8	7.7	1.41	0.940
------------------------------	------	-----	-----	------	-------

eco-sites

I share with tourists the belief that

there is a wide variety	82.1	9.1	8.8	1.45	0.979
-------------------------	------	-----	-----	------	-------

entertainment choices during

KTA.

I share with tourists the belief of

high cost of living during Kwahu	77.9	13.2	9.0	1.54	1.095
----------------------------------	------	------	-----	------	-------

Easter festivities.

<i>Overall rating</i>	83.5	10.9	5.6	1.22	0.534
-----------------------	------	------	-----	------	-------

Shared Behaviour

Visiting natural sites together	67.1	14.9	17.9	1.84	1.230
---------------------------------	------	------	------	------	-------

Meeting at restaurant/chop bar	69.2	11.3	19.5	1.81	1.246
--------------------------------	------	------	------	------	-------

Meeting at street jam	73.3	8.8	17.9	1.71	1.208
-----------------------	------	-----	------	------	-------

I am proud to have tourists in my community	81.9	8.8	9.3	1.46	0.992
---	------	-----	-----	------	-------

<i>Overall rating</i>	71.9	14.8	13.4	1.41	0.715
-----------------------	------	------	------	------	-------

Economic Benefits

Statement	Agree (%)	Neutral (%)	Disagree (%)	Mean	SD
Increase local trade and					

	88.8	6.5	4.8	1.27	0.784
businesses					
Increases the extent of markets	85.1	9.3	5.6	1.36	0.868
for local products and services					
Increase personal income of the local residents	83.3	10.0	6.7	1.45	1.608
Increase investment	72.9	15.5	11.6	1.66	1.110
<i>Overall rating</i>	<i>80.5</i>	<i>14.6</i>	<i>4.9</i>	<i>1.26</i>	<i>0.637</i>
Economic Cost					
Increase in cost of living	76.6	12.1	11.3	1.58	1.078
Shortage of labourers for farming activities	52.4	26.5	21.1	2.16	1.268
Increased the inequality of economic gain among residents	63.8	21.8	14.4	1.87	1.191
<i>Overall rating</i>	<i>68.7</i>	<i>20.7</i>	<i>10.5</i>	<i>1.42</i>	<i>0.675</i>
Socio-Cultural Benefits					
Enhances socialization	77.5	13.9	8.6	1.59	1.666
Provision of entertainment opportunities for residents	79.3	12.8	7.9	1.52	1.146
Improvement in the image of the community	79.6	10.5	9.8	1.51	1.026
<i>Overall rating</i>	<i>81.9</i>	<i>9.5</i>	<i>8.6</i>	<i>1.28</i>	<i>0.778</i>
Statement	Agree (%)	Neutral (%)	Disagree (%)	Mean	SD

Socio-Cultural Cost

Attraction of prostitutes to the area	59.4	10.7	29.9	2.11	1.374
It encourages the imitation of tourist behaviour and lifestyle in my community	61.7	12.1	26.2	2.03	1.337
Disruption of traditional practices	45.9	23.4	30.8	2.39	1.332
Foster pride amongst local residents	48.7	23.4	27.9	2.31	1.322
Tourism causes traffic congestion in my community	68.4	7.6	24.1	1.87	1.307
Increase in crime rate	59.9	9.0	31.1	2.15	1.638
<i>Overall rating</i>	55.7	21.8	22.5	1.67	0.834

Emotional attachment to community

I love my community.	89.6	5.5	4.9	1.26	0.772
I have had frequent participation in community affairs in the past year.	80.8	12.7	6.5	1.45	0.945

Statement	Agree (%)	Neutral (%)	Disagree (%)	Mean	SD
I am proud of my community	91.0	5.5	3.5	1.21	0.699

I am very attached to this event	77.5	14.2	8.3	1.53	1.015
<i>Overall rating</i>	85.8	12.3	1.9	1.16	0.418
Economic dependence on tourism					
My job is closely related to the tourism industry	49.0	10.4	40.6	2.43	1.429
My household income is closely tied to the tourism industry	43.8	19.0	37.3	2.50	1.369
<i>Overall rating</i>	41.5	16.9	41.7	2.00	0.913

Source: Fieldwork (2019)

Table 13 shows that the majority of inhabitants strongly believe that they share the same or similar beliefs as tourists, with a mean of 1.22 (80%). The average rating for shared belief was: 1.41 for I share with tourists the belief that KTA is a unique location, 1.45 for I share with tourists the belief that KTA offers a diverse range of entertainment options, and 1.54 for I share with tourists the belief that the cost of living is high during Kwahu Easter festivities. The findings support Gossling (2002), Laxson (1991), and Woosnam (2009)'s conclusions that inhabitants' shared behavior with tourists has an impact on their emotional attitude toward tourists. Residents' shared behavior was measured using common visitor behaviors including visiting natural areas together (1.84), meeting at a restaurant/chop bar (1.81), meeting at a traffic congestion (1.71), and being proud to have tourists in my neighborhood (1.71). (1.46). The findings suggest that nearly three-quarters of residents (71.9%) behave in the

same or similar ways as visitors, which has an impact on their emotional attitude toward tourists. This implies that locals and visitors have a lot in common. These findings back up Woosnam (2011) and Derrett (2003)'s observation that inhabitants and tourists have a lot in common in terms of behavior and beliefs. Residents' perceptions of the economic benefits, on the other hand, were based on the industry's ability to enhance local trade and businesses (1.27), expand the scope of markets for local products and services (1.36), raise residents' personal income (1.45), and increase investment (1.45). (1.66). In terms of economic advantages, the results show that 80.5 percent of people believe that the presence of tourists, or tourism in Kwahu in general, benefits the residents and the traditional area as a whole (mean=1.26).

The findings back up Harrill and Potts' (2003) findings in their study of Canadian citizens' emotional experiences, which claim that people's emotional attitudes and behavior toward tourists are influenced by the economic rewards they obtain. Several studies, including Gursoy and Vieregge (2015), Amquandoh (2010), McGehee (2004), and Tosun (2000), have shown how residents' economic gains influence their attitudes toward travelers and the tourism business. Furthermore, residents' perceptions of the economic cost were assessed in relation to factors such as rising living costs (1.58), labor shortages in agriculture (2.16), and greater economic disparity among residents (1.87). According to the findings, the majority of locals (78.6%) agreed with the mean of 1.58 that tourism causes economic costs or problems in their areas. This finding implies that locals were aware of the economic costs associated with tourism. Increased population, particularly during KEF, may be linked to economic hardship (increased pricing of products and services), robbery,

overcrowding, and pollution, all of which pose health risks following the event. This outcome is consistent with previous research on inhabitants' emotional attitudes. Residents' emotional attitudes toward tourists are influenced by economic costs associated with tourism in the host region, according to Teye, Sönmez, and Sirakaya (2002). Tourism has a reputation for having huge negative effects on the society and culture of host communities when it comes to socio-cultural consequences. Residents' perceptions of sociocultural benefits were assessed based on their potential to boost socializing, provide residents with entertainment possibilities, and improve the community's image. According to the findings, more than three-quarters (77.5 percent) believed that tourism provides possibilities for sociability in the area, with a mean of 1.59. Domestic and international tourists from far and wide visit Kwahu, particularly during the KEF meet. Locals make new friends, exchange contacts, marry, and settle disputes through their interactions with tourists during this period. Residents in this example believed that the presence of tourists and the tourism business as a whole led to community socialization. With a mean of 1.52, the majority of locals (79.3%) believe that tourism leads to the provision of entertainment possibilities for residents. This could be because the nerve centers of Kwahu Easter celebrations, Obomeng, Mpraeso, Abetifi, and Nkawkaw, are over-charged with joyous celebrants during KEF, bringing many prominent artistes from all over the country. Other activities, some of which are touristy, are part of the celebration. Paragliding festivals, health walks, adventure hikes, musical performances, highlife bands, and street carnivals are just a few examples.



Plate 8: Paragliding Activity during KEF

Source: Fieldwork (2019)

Nearly 80% (1.51) of people believed that tourism helps to improve the community's image. Tourists from all over the world visit Kwahu on a regular basis, not just during KEF (GTA, 2018), but on any given day. Kwahu has gained national and worldwide recognition as a result of its well-known signature event (the Kwahu Easter Festival), and has taken on an international dimension since the introduction of paragliding activities in 2005. (GTA, 2012). Tourists from Western countries have made the yearly event a regular item on their tourist calendars. According to a report published by the Ghana Tourist Authority in 2018, 22 percent of tourists arriving in Kwahu were Americans, 4% British, 5% German, and others.



Plate 9: Some Tourists from USA to KEF

Source: Fieldwork (2019)

The overall scores (mean=1.28) show that residents of KTA agree that tourism fosters socialization, provides entertainment, and improves the community's image. This finding is in line with previous research on residents' emotional reactions to tourists. Palmer et al. (2013) found that tourism has a positive socio-cultural impact on residents, influencing their emotional attitudes such as love and appreciation for tourists, in their study of residents' perceptions of tourism's impacts and their feelings or attitudes toward tourists. Residents, on the other hand, expressed concern that tourism can sometimes result in sociocultural costs, such as the attraction of prostitutes, with a mean of 2.11 percent (59.4 percent). With a mean of 2.03, the socio-cultural cost of imitating tourists' behavior and lifestyle was another socio-cultural cost (61.7 percent). This could be because the majority of the respondents are between the ages of 21 and 50, and they interact with tourists the most. They have a proclivity for imitating things like language accents, clothing, and bad foreign lifestyles.

Sexual promiscuity, indecent dressing, smoking, and drinking alcoholic beverages are just a few of the immoral activities that tourists engage in as a result of the invasion of alien culture. Almost half of the respondents (45.9%) agreed that tourism causes traditional practices to be disrupted. In addition to the sociocultural cost, locals disagreed with the notion that tourism or the presence of tourists fosters pride among them (2.31). Tourism causes traffic congestion, according to the majority of residents (68.4%). This could be because, during

KEF, a large number of tourists, both domestic and international, flock to Kwahu for the festivities, as the saying goes, "all roads lead to Kwahu in Easter." Finally, with a mean of 2.15, 59.9% of residents agreed that tourism raises crime rates in their communities.

This is in line with Amuquandoh's viewpoint (2010). Tourism, according to Amuquandoh, leads to a high rate of crime, such as prostitution, in the destination area. Overall, 55.7 percent of inhabitants in Kwahu East, West, and South stated that the presence of visitors or tourism had a socio-cultural cost in their communities. Residents' agreement with economic gains is far higher (81.9 percent) than residents' agreement with projected socio-cultural costs (55.7 percent). This shows that KTA locals are more concerned with the economic benefits of tourism than with the socio-cultural costs. This was to be expected, as inhabitants of Kwahu, particularly those in district capitals such as Mpraeso and Obomen, have expressed a strong interest in the tourism industry. Economic dependence is the next element to consider. This has long piqued the curiosity of social scientists attempting to predict sentiments based on economic benefit or group economic standing. Residents of Kwahu were found to be

divided on issues such as their occupations, which are strongly tied to the tourism industry. Almost half of the respondents (49 percent) said their jobs are reliant on tourism, with a mean of 2.43. Another finding was that with a mean of 2.50, residents believed that their household income is directly linked to the tourism business. Overall, 41.7 percent (2.00) of people felt that the presence of visitors in their towns has a significant impact on their jobs and income. This indicates that tourism is not a major source of income for many residents. Individuals' emotional attachment to the community is one aspect that can influence this interaction. Attachment is a relationship-based construct that describes the emotional link that exists between a person and a target (Bowlby, 1979). Positive emotions (e.g., happiness, love) may be triggered when residents' community expectations are met, whereas negative emotions (e.g., sadness, rage) may be produced as a result of perceived unfairness or insufficient coping capacity. With a mean score of 1.26, residents adore their city, according to Table 13. Furthermore, the majority of residents (1.45) agreed that they are involved in community affairs on a regular basis, feel proud of their community (1.21), and are interested in tourism activities (1.53). These findings suggest that Kwahu residents are emotionally invested in their communities. Positive emotional responses to the community have a substantial impact on residents' attachment. It implies that locals adore, respect, and are proud of their neighborhood. This finding is in line with Zheng, Ritchie, Pierre, and Jigang's (2019) findings that citizens' emotional attachment to their community affects their attitudes about tourism.

Dimensions of Emotional Attitude

A variety of factors influence locals' attitudes toward tourism, including economic, social, cultural, residents' affinities with tourists, and environmental concerns. The data was subjected to exploratory factor analysis (EFA) in order to determine the underlying drivers (factors) of inhabitants' emotional attitudes. Exploratory factor analysis (EFA) entails putting the measurement model to the test in order to determine its sufficiency, reliability, and validity. One of the first and most critical tasks in ensuring that assertions (unobserved variables) are the actual measure of the construct is to assess the measurement model (observed variables). In most cases, two criteria are used to identify which elements are significant. The Kaiser test is the first criterion. In this study, the Kaiser-MeyerOlkin (KMO) measure of sample adequacy was employed to see if factor analysis was adequate for the data. According to the Kaiser test, only factors with an eigenvalue of 1.0 or above should be kept (Kaiser, 1960). Only six (6) elements qualified for retention based on this, despite the fact that there was a maximum of twenty-nine (29) factors that might be considered. The natural affinity of an item for a group is defined as this factor (Wal et al., 2002). Appendices E 1 and E 2 include the results of factor analysis, respectively. The unrotated factor analysis is shown in Appendix E 2. It displays all of the factors' eigenvalues. Only six factors have eigenvalues greater than one, as can be seen. Appendix E 2 also includes the rotational factors, which are based on Kaiser's recommendations (1958). The KMO test was chosen for the study because it is stated to be trustworthy when the averaged extracted communalities are greater than 1.0 and there are fewer than 30 variables in a sample size of more than 250 instances (Yong & Pearce, 2013). Six factors with eigenvalues greater than one emerged significant in this study using the

eigenvalue-greater-than-one retention criteria (Comfrey & Lee, 1992), and we therefore say that these factors qualify for factoring and thus deserve to represent the six latent factors, while the remaining factors are discarded (Lin, et al., 2011) Factor 1 has the highest eigenvalue (4.203) and a high percentage variance (15%), which is referred to as commonalities (items such as shared beliefs and behaviors between residents and tourists); Factor 2 has an eigenvalue (3.411) and a percentage variance of 12.2 percent, which is referred to as socioeconomic cost; Factor 3 has an eigenvalue (2.432) and a percentage variance of 8.7 percent, which is referred to as socio-economic "I share with tourists the belief that KTA is a unique place to explore hallmark events," "I share with tourists the belief that there is a wide variety of entertainment," "I visiting natural sites together," "meeting at a restaurant/chop bar," "meeting at a street jam," and "I am proud to have tourists in my community" are among the items or observed variables in Factor 1. Commonalities are a term used to classify certain variables (shared beliefs and behaviours between residents and tourists). This means that KTA residents have common views and behaviors with visitors, allowing them to communicate with them. They are participating in the same activities as the tourists and interacting with them. If we rank the components in order of importance, similarities (shared beliefs and behaviors) are the most influential factor on inhabitants' attitudes and behaviors. "It encourages the copying of tourist behavior and lifestyle in my community," "disruption of cultural practices," "foster pride among local residents," "tourism causes traffic congestion in my community," and "increase in crime rate," according to factor 2. The second component represents socio-cultural expenses connected with tourism, based on the kind and type of variables reflected in the

component. To put it another way, people regard the socio-cultural repercussions of tourism as the second most important factor in determining how they will feel or express their emotional response to visitors when it comes to tourism activities in the area. Variables like "increased local trade and business," "increases the extent of markets for local products and services," "increase personal income of local residents," and "increase investment, diversification of recreational and entertainment opportunities, provision of entertainment opportunities for residents, and improvement in the community's image" have been observed in factor 3. In general, these factors represent the socio-economic benefits of tourism operations. Residents' attitudes and behaviors toward tourists are heavily influenced by socioeconomic rewards. "I am very attached to this event," "my employment is directly associated to the tourism sector," and "my household income is strongly tied to the tourism industry" are all variables in Factor 4. These characteristics show a person's economic reliance on tourism. Simply put, when it comes to local citizens' emotional attitudes toward tourism, reliance on tourism activities for livelihood is the fourth most essential consideration, ranked in order of significance. This is hardly surprising, given that tourism has become an essential part of the Kwahu community's existence over the years, particularly during the annual Easter festival. Tourism has become a source of income for many people. Factor 5 looks at things like "increased expense of living," "lack of farm laborers," and "dwindling economic gain among locals." Economic cost of tourism activities is a term that can be used to describe this element. Factor 6 shows high association values for variables like "I adore my community," "I have

participated in community affairs frequently in the previous year," and "I am proud of my community." Emotional attachment to the community is another term for this element. As a result of the Kaiser's test, only factors with an eigenvalue of 1.0 or above should be preserved (Kaiser, 1958), resulting in the retention of six (6) components. The Scree Test is the second of the two tests. This method was used to confirm the eigenvalue greater-than-one rule's determination of extracted factors. Cattell (1966) proposed the scree plot (the elbow rule), which is a line graph of the eigenvalues against the number of elements in order of extraction. To determine which factors to preserve, the scree test employs a graphical method.

The number corresponding to the elbow in the plot is used to denote the number of factors to be extracted in this procedure. The plot usually shows a clear separation between the steep slope of factors with large eigenvalues and the gradual falling off. The Scree is the name for this gradual trailing off. The requirement is to keep increasing the factor until the line (which represents the eigenvalues plot) becomes flat or flatter. The scree plot of Figure 9 below (a plot of eigenvalues against matching component number) shows that a significant break occurs at the sixth component (factor), which is where the diagram's "elbow" appears. Furthermore, beginning with the sixth component (factor), the line becomes practically flat (uniform), indicating that each consecutive factor accounts for a smaller and smaller proportion of the total variation.

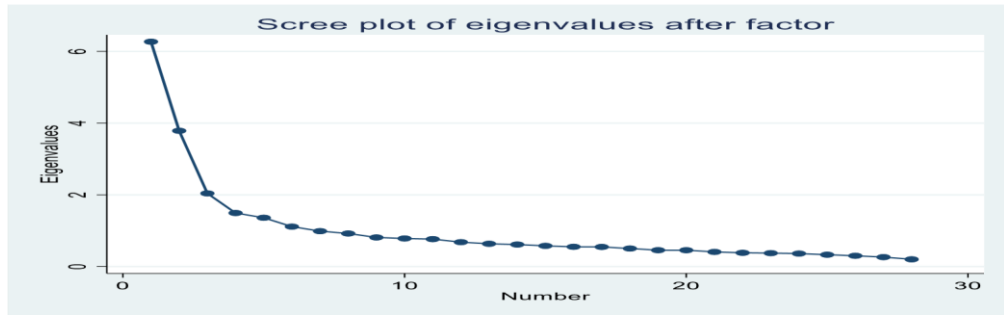


Figure 9: Scree Plot of Eigenvalues after Factor

Source: Fieldwork (2019)

We will keep the first six (6) elements based on this criterion, as illustrated in Figure 9. Factor 1 is called similarities (shared views and behaviors between locals and visitors), Factor 2 is socio-economic cost, Factor 3 is socioeconomic advantages, Factor 4 is reliance, Factor 5 is perceived cost, and Factor 6 is emotional attachment. The scree test validates the Kaiser test results in this case. The factor loadings for each factor in connection to the determinants of inhabitants' emotional attitude toward tourists are shown in Table 14 below. The correlation coefficients are represented by the factor loadings in this table. The greater the load, the more essential it is in determining the dimensionality of the component. Closer to one (1) indicator variables are thought to be more significantly associated with their respective factors. The results demonstrate that the indicator variables have a high positive association with the relevant parameters. The interpretation of the eigenvalues in Table 14 as a proportion of total variance in the variables explained by the factor is crucial. The percentage is derived by dividing the factor's eigenvalue by the number of variables.

Table 12: Factors Loading of the Determinants of Residents' Emotional Attitude towards Tourists

<u>Variables</u>	<u>% of variance</u>	<u>Cronbach's Alpha</u>
------------------	----------------------	-------------------------

Factor 1: Commonalities (shared beliefs and behaviours)	Factor loadings	Eigen value		
		4.203	15.0	0.847
I share with tourists the belief that KSD is unique place to explore hallmark event and wonderful eco-sites	0.748			
I share with tourists the belief that there is a wide variety entertainment choices during KEF.	0.738			
I share with tourists the belief of high cost of living during Kwahu Easter festivities	0.426			
Visiting natural sites together	0.696			
Meeting at restaurant / chop bar	0.756			
Meeting at street jam	0.783			
	Factor loadings	Eigen value	% of variance	Cronbach's Alpha
Factor 2: Socio-cultural cost		3.411	12.2	0.833
Attraction of prostitutes to the area	0.707			
It encourages the imitation of tourist	0.812			
Disruption of traditional practices	0.769			
Foster pride amongst local residents	0.771			
Tourism causes traffic congestion in my community	0.750			
Increase in crime rate	0.552			
Factor 3: Socio-economic benefits		2.432	8.7	0.616
Increased local trade and business	0.726			
Increases the extent of markets for local products and services	0.722			
Increase personal income of local residents	0.486			
Increase in investment	0.678			
Diversification of recreational and entertainment opportunities.	0.507			
Provision of entertainment opportunities for residents.	0.411			
Improvement in the image of the community	0.532			
Factor 4: Economic dependence		2.296	8.2	0.858
My job is closely related to the tourism industry	0.780			
My household income is closely tied to the tourism industry	0.756			
Factor 5: Economic cost		1.894	6.8	0.666

Increase in cost of living	0.683			
Shortage of labourers for farming	0.743			
Increased the inequality of economic gain among residents	0.673			
Factor 6: Emotional attachment		1.835	6.6	0.517
I love my community	0.638			
I have had frequent participation in community affairs in the past year	0.620			
I am proud of my community	0.738			
I am very attached to this event	0.410			
Total variance explained			57.4	

Source: Fieldwork (2019)

Note: *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* = 0.870; *Bartlett's test of Sphericity* [*Chi-square* = 6323.049; *Degrees of freedom* = 406; *P-value* = 0.000]

The scale reliability coefficient, often known as Cronbach's alpha (α), is a rule of thumb used to estimate the degree of certainty with which the items included in the index computations genuinely correspond to those latent components. Accepting a set of items as being associated to a single latent component, this coefficient should be at least 0.50, according to the rule of thumb. The Cronbach's alpha for all sets of items exceeded the 0.50 criterion, with the lowest value being 0.517 for the emotional connection factor, according to Table 16. This demonstrates that the discovered factors are statistically valid. As a result of the Kaiser test, scree test, factor loadings, and Cronbach's alpha results, it can be concluded that commonalities (shared beliefs and behaviors between residents and tourists), socio-cultural costs, socio-economic benefits, economic dependence, economic costs, and emotional attachment of residents to their communities are the key determinants of residents' emotional attitude toward tourists in the study area. In essence, the purpose of this section is to address the following question: what are the determinants (factors) of residents' emotional attitudes and behaviors toward tourists? First, the findings of the study showed commonalities as a significant element influencing people'

emotional responses to tourists. This suggests that inhabitants' emotional attitudes and behaviors toward tourists are influenced by their commonalities with tourists. Second, according to the findings, people' emotional attitudes toward tourists are influenced by perceived impacts in the form of socio-cultural costs, socio-economic advantages, and economic dependency on tourism. Residents' emotional attachment to tourists is also a crucial component influencing their emotional attitude toward tourists, according to the study.

Chapter Summary

The chapter shed light on the factors that influence locals' emotional reactions to tourists. The chapter is divided into two parts. The first part of the chapter focused on descriptive statistics about the elements that influence inhabitants' attitudes. The elements that influence inhabitants' emotional attitudes and behavior toward tourists were identified using exploratory factor analysis (EFA). Six variables were developed based on the Kaiser test, scree test, factor loadings, and Cronbach's alpha values to identify the emotional attitude of residents toward tourists in the research area. Commonalities (similar ideas and behaviors between residents and visitors), socio-cultural costs, socioeconomic benefits, economic reliance, economic expenses, and inhabitants' emotional commitment to their towns are all examples.

CHAPTER NINE

RESIDENTS' BEHAVIOURAL RESPONSE IN SUPPORT OF TOURISM

Introduction

The preceding chapter looked at the factors that influence inhabitants' emotional reactions to tourists in the Kwahu Traditional Area. The behavior of residents in the Kwahu Traditional Area in favor of the tourism business is examined in this chapter (KTA). In Chapter 5, the socio-demographic features of the FDG participants are explored (see Table 4). The literature and conceptual foundation are discussed in this chapter. The examination of the emerging themes is addressed below, and the chapter concludes with a summary of the significant results that resulted from the investigation.

Residents' Perceived Impact of Tourism

The main purpose of this part is to look at how citizens' perceptions of economic and socio-cultural benefits influence their emotional responses to tourism support. Residents' attitudes toward tourist growth are based on its economic and socio-cultural repercussions, according to Kuvan and Akan (2005). This topic is in line with the Affect Theory of Social Exchange, which posits that certain circumstances, such as residents' perceptions of tourism's effects on them, might lead to long-term affective attachment or detachment from tourists.

Residents' Perception of Economic Benefits

The benefits that inhabitants perceive to be accruing to the community or to their own lives as a result of tourism are a strong influencing element that can drive their interest in supporting and contributing greatly to the growth of tourism within the Kwahu Traditional Area. Residents' perceptions of economic benefit are based on their expectations that the industry will improve their standard of living by creating jobs, increasing trade and business, expanding shopping options, and ensuring the availability of goods and services. With this in mind, the researcher set out to find out what opinion leaders in the three communities where the focus groups were held thought about the economic benefits that tourism brought to the Kwahu Traditional Area. From the talks in all three groups, it is evident that tourism benefits the Kwahu Traditional Area much and has a good impact on Kwahu locals' lives. The people indicated that tourism has aided in the area's economic development. It produces cash for the community; for example, MTN Communication Network gave GHC14000 to Kwahu during the Kwahu Easter Festival celebrations last year (2018). Tourism, according to the majority of the respondents, provides jobs, money for individuals who give goods and services to tourists, shopping options, and amusement. On a personal level, respondents expected tourism to provide them with job prospects because inhabitants in the villages can sell gifts to tourists, particularly during KEF.

At Mpreaso, for instance, discussants assert that:

.....We benefit a lot from tourism in Kwahu here. Tourism creates jobs for our people example, drivers, hoteliers and seasonal jobs for our people during Kwahu Easter Festival. It generates income to our residents to earn a living ... Last year

for instance (2018) *MTN communication network donated GHC14000 to support Kwahu Kwahu Easter Festival...*

[Male, Kasanoma, 72 years].

A similar view from another discussant:

“.....we get more profits from tourism when tourists come here because tourists buy our things, our farm products such as atadwe (tigernut), artefacts, earthenware (ayowa, pistle). Tourists also help us to get money especially during Kwahu Easter Festival and boost the local economy; hotels, restaurants and drinking spots are the highest beneficiaries; me, I sell fruits such as banana, oranges pawpaw, pear and other fruits, I am able to sell a lot during the Kwahu Easter Festival, example this year, I was able to sell two hundred Ghana cedis a day, every Easter I get more money to pay my children’s school fees and used some to settle my debts” **[Female, Farmer, 45 years].**

Another discussant from Nkawkaw expressed a similar view:

.....We get more profits from the tourism when they come here, tourists buy our things, our farm products such as atadwe (tigernut), artefacts, earthenware (ayowa, pistle), tourists help us to get money especially during Kwahu Easter Festival, tourism boost the local economy. Hotels, restaurants and drinking spots are the highest beneficiaries.... **[Ohemaa, (Queen), 62 years].**

This finding is in line with previous research on tourism development.

Tourism, according to Boo (1992) and Goodwin and Roe (2001), creates a wide range of job opportunities, including tour guiding, lodge operations, handicraft production, and sales. Locals are more inclined to favor tourism development when they see economic benefits, according to Yoon et al. (2001) and Prayag et al. (2013) studies.

The participants in the Abetifi discussion, on the other hand, voiced displeasure and sadness at not being able to directly benefit from tourism revenues. Some of them alleged that, with the exception of hoteliers, the villages in Kwahu East District do not gain directly from tourism.

.....to me we the indigenious of this land don't get anything from tourism, so I wish tourists stop coming to Kwahu. The only people who benefit from tourist in Abetifi here are the hoteliers and those who sell artefacts... [Male sub chief, 55 years].

Despite the answers of certain Abetifi discussants who disagree on the economic benefits, discussants from Mpreaso and Nkawkaw indicated that tourism improves the level of living by giving jobs and revenue for the communities, according to the findings of this study. This supports Ritchie's (1988) assertion that the most significant aspects sought by local citizens from tourism development are economic rewards. Residents in general expressed a strong opinion that tourism improves the local economy and people..

Socio-Cultural Benefits of Tourism

Because understanding of the socio-cultural effects of tourism is one of the least developed areas within the tourism literature, the study sought to learn from opinion leaders about the socio-cultural benefits of tourism (Ap, 1992; Nash, 1996; Carter et al., 2001). Residents' perspectives on tourism's social and

cultural aspects can have both positive and negative consequences for the growth of the community tourism industry. Kwahu's traditional culture serves a practical purpose in the community, providing benefits such as healing, spiritual enrichment, entertainment, and social order. Some aspects of these cultural roles may be strengthened by tourism, while others may be diminished to the point of extinction. Residents' perspectives on the socio-cultural benefits were investigated on this note. Increasing the area's image, encouraging a variety of cultural activities, reviving neglected cultural practices, tourists respecting indigenous cultural practices, residents understanding different people and cultures, and creating avenues to access diverse recreational opportunities and promoting educational programs were among the common themes that emerged.

Residents believe that the socio-cultural benefits of tourism far outweigh the costs, just as they do with economic benefits. Residents believed that tourism had improved the communities' image, particularly during the famous KEF. Since 2005, when paragliding became a part of the festival, it has taken on an international dimension. They explained that there has recently been widespread publicity informing the world about Kwahu's unique tourist attractions and events. As a result, tourists from Western countries have made visiting Kwahu an annual event on their tourist calendar. Residents are proud to be Kwahu residents as a result of this. As expressed by a Mpraeso, Nkawkaw, and Abetifi opinion leader, respectively. **[Male, Kasanoma 65 years]**.

*.... Now the name Kwahu has reached far all over the world,
all because of tourism or tourists site and our friendly*

relationship. I am proud to come from Kwahu; we want government to develop these tourist sites for us [Female, 37 years].

Similar views were expressed in Abetifi;

In Abetifi here, abrofo (whites) come here often during ordinary days and during KEF. They to Ramseyer to come and check what predecessors (missionaries were able to build). We become proud when we see them [Male, Catechist, 60 years]



Plate 10: One of the Adverts of the Tourist Site at Kwahu

Source: Field work (2019)

The findings revealed that tourism leads to socialization. Especially during KEF, most natives from far and near come home for the occasion to meet, disputes are resolved, marriages are contracted; and it is a time to remember the departed souls. Again, the festival serves as a platform for members to eat from one big common bowl and drink from the same calabash to promote the desired level of unity within the family setup.

....Oh through KEF, our family and friends and tourists who are in Accra and other areas within the country come to Kwahu, .. this is a period for family reunion and merry making, last year for instance we settled about 20 disputes here I mean Mpraeso Obo and Obomen. We contracted

marriages for our people (residents) and some tourists, just three years ago, my own Nephew married an Obroni who was once a tourist who visited Kwahu[Male, Nana 64]

From the various FGDs, it was further affirmed that tourism provides entertainment opportunities for residents in the areas like Atibie, Nkawkaw, Obomeng, Mpraeso, Abetifi and the rest being the nerve centre of Kwahu Easter celebration. Residents explained that some of the tourist sites at Twenerasi, Nkwatia and the epicentres of KEF like Obo, Obomen and so on attract these entertainment opportunities. As explained by the Assemblyman of Mpraeso: the area is over-charged with jubilant celebrants, attracting lots of famous artistes from all parts of the country.

Among them are Praye, Shattawale, Kuame Eugene, Amakye Dede, Nana Kwame Ampadu, Kwadjo Antwi, K. K. Fosu, Daddy Lumber just to mention a few, in fact our festival is also characterized with other activities some of which are touristic, example paragliding festivals, health walks, adventure hikes, musical shows, highlife bands and street carnivals.....

[Assembly man, 35 years].



Plate 11: Some Artists Performing at the KEF Celebration

People recognized the contributions tourism makes to the Kwahu residents' socio-cultural lives, similar to the economic benefits. The majority of the participants discussed how tourism has benefited public health and social amenities, broadened the scope of touristic activities, modernized KEF celebrations, and increased the image of the area. Residents are delighted to have tourists, according to an assessment of the socio-cultural benefits, which will lead to a high degree of acceptance of tourists and the tourism business in general. Travis (1984) discovered that tourism promotes socio-cultural benefits such as cultural exchange, modernization, social transformation, increased image of host town, improved public health, social amenity improvements, and education, all of which influenced locals' attitudes toward tourist support. The next level delves into the negative economic and sociocultural experiences of KTA citizens.

Negative Effects or Cost of Tourism to Kwahu Traditional Area Tourists' perceived economic and sociocultural benefits can pique citizens' enthusiasm in

supporting tourism development, but the same tourism can also have a reputation for having large negative consequences on the economy, society, and culture of the host. As a result, the researcher led the participants in the various focus groups to explore the negative consequences of tourism on the Kwahu Traditional Area. The study found that, while tourism boosts economic advantages and improves the area's image, it also has negative consequences. High living costs, a growth in crime and prostitution, an increase in alcoholic beverage use, and, above all, cultural adulteration, particularly the yearly Easter Festival's changing trend and reason. They stated that tourists from various walks of life visit their town, bringing with them a variety of cultural traditions and values. Tourists, for example, have taken over the traditional festival, and immoral acts such as indecent attire, prostitution, drinking, smoking, and robbery are linked to the present KEF trend. Residents also brought up the issue of pollution in the environment. Tourists from Ghana and other African countries, they say, do not respect the environment. Furthermore, individuals in the area voiced discontent with the unpleasant behavior and demanded strategies to change the trend.

A discussant from Mpraeso explained that during tourism season in Kwahu there is an increase in the cost of living, prices of goods and services shoot up and transport fares increase automatically.

..... *“tourism is good but it is associated with high cost of living. For example, during Kwahu Easter Festival (KEF), prices of goods and services shoot up. Transport fares also increases”* [Male, Sub-Chief, 64 years,].

Similarly, a discussant at Abetifi asserted that:

“There is high cost of living during Kwahu Easter festival when tourists come in their numbers. Something which cost five cedis will be sold to you at ten cedis because of the tourists” [**Female Obaapayin 55 years**].

In addition to the foregoing, the opinion leaders stated that, despite the fact that tourism has a high social cost in the Kwahu Traditional Area, it is pathetic that the Ghana Tourism Authority (GTA) has taken sole control and ownership of touristic activities within the Kwahu Traditional Area without paying the Traditional Council any dividend as compensation or appreciation for the use of natural resources within the traditional area. The best thing GTA could do, according to opinion leaders, is to partner with the Kwahu Traditional Council on tourism operations within the Kwahu Traditional Area.

An opinion leader at Nkawkaw for example, expressed his displeasure on this phenomenon by indicating that:

..... The Traditional Council and the Assembly don't get portion of the paragliding money as Nkawkaw is the landing site of paragliding. At least a small portion of the money could be given to us, we the traditional council don't get anything from tourism. We have our natural features and Ghana tourist authority come and showcase it for money which we don't get proper share.... [**Male, Sub-Chief, 65 years**].

This was supported by one council member who explained:

.....some tourists don't respect our residents, especially some of the Abrofo (white), they look down on us....why? is it because we're blacks or we look dirty to them.. I hate it paa... Some tourists like Nigerians are not accommodative, they don't understand anything, some are terrorist. Some domestic tourists from Accra, Kumasi, Koforidua and some other areas come and show off ... they come here with indecent behaviour, immoral life, indecent dressing which our youth tend to copy from them.... **[Female, teacher, 37 years].**

In terms of the socio-cultural effects on values and traditional practices in communities, discussants stated that tourists who visit Kwahu communities have infiltrated the traditional cultural and moral values of the Kwahu Traditional Area's people with foreign values, which have a negative impact on the Kwahu Traditional Area's youth. As a result, the panelists bemoaned how tourists exploit the tourism platform to denigrate the Kwahu Traditional Area's traditional cultural and moral values.

The following viewpoints show the concern of opinion leaders with regard to the negative effects of tourism on the traditional cultural and moral values of the Kwahu Traditional Area.

“... our cultural practices are fading out in this era of tourism development in Kwahu. In the past, KEF, which came to replace kwahu afahye, was celebrated by the indigenes alone, chiefs were integral part in the celebrations through durbars. The youth from all walks of life have taken over the festival, relegating the traditional authorities to the background. Immoral activities like

indecent dressing, prostitution, drinking, smoking and robbery are now associated with KEF. The chiefs and the traditional council are not happy about how GTA has taken sole control and ownership of the touristic activities of our land without our involvement. We wish tourism industry in Kwahu would be developed more than what we see.... we support its' development but our traditional values and cultural practices should be sustained and sanctify [Male, Nifahene, 68 years].



Plate 12: Indecent Dressing Associated KEF Source: fieldwork (2019)

One of the discussants indicated a similar view:

.... Some tourists don't respect our traditional values. Tourist like Nigerians are not accommodative, they don't understand anything, some are terrorist. The youth who come to Kwahu during Kwahu Easter Festival have turn the purpose and the motive behind the 'Afahye' from paying homage to our ancestors, organization of durbars to think about the development of KTA, learning of the history, settling disputes and thanks giving services

to just merry making, entertainment and above all indecent dressing and sexual promiscuity. Now the Afahye has lost its significant value and we will do our best to restore it else our ancestors will be angry with us.. [Male, Abusuapanyin, 45 years].

A similar view was expressed by one of the discussants:

.....yes we experience adverse effects of tourism, which include traffic congestion during KEF, stealing, improper dressing, immoral behaviour, sexual promiscuity and high cost of living. Above all tourists are spoiling our youth because the youth tend to copy the immoral lifestyle of tourists; our cultural and moral values are fading out all because of tourism” [Ohemaa, 62 years].



Plate 13: Vehicular Traffic Congestion from Atibie to Mpraeso

Source; fieldwork, 2019

According to the research, tourism development in the area has negative economic and sociocultural consequences. Seasonal inflation is one of the economic repercussions of tourism, according to locals. This finding is in line with the tourism literature, which claims that tourism incurs some economic costs for the host town, such as inflation (McCool & Martin, 1994; Murphy,

1985). Another important barrier to tourism growth in the area is the infiltration of Kwahu people's traditional cultural and moral norms, which has a negative impact on the youth of the Kwahu Traditional Area. The opinion leaders were outspoken in their displeasure with the situation. This assumption is supported by Besculides, Lee, and McCormick (2002), who discovered that tourism can have both positive and negative consequences for inhabitants in towns where sharing and preserving culture are competing aims. Finally, villagers expressed disappointment with the GTA and other parties' failure to include the traditional council in the Kwahu tourism development process. The community is willing to embrace tourism, however they are not very interested in tourist-related issues in KTA, according to the findings. The evidence suggests that community participation is important for long-term tourism growth. In conclusion, the opinion leaders stated that the benefits they received from tourism outweighed the costs. This research backs up previous findings that stated that the perceived advantages of tourism outweigh the perceived expense of tourism (Allen, Hafer, Long, & Perdue, 1994; Ap, 1992; Getz, 1994 & Jurowski et al., 1997). Many researchers have confirmed the impact of residents' perceptions of impacts on their support for tourism development using SET. Perceived benefits and costs, according to this theory, are effective indicators of support for long-term tourist growth (Gursoy et al., 2010). Residents are more likely to be supportive of tourism growth, according to the research.

Residents' Attitudes Towards Tourism Support

Recent research have experimentally confirmed that residents' emotional responses to tourists and tourism development in general are influenced by their emotions (Zheng et al., 2019). Furthermore, citizens' perceptions of the costs and advantages of tourism have a significant impact on how they respond to tourist support (Ouyang et al., 2017; Zheng et al., 2019). This topic follows Mehrabian and Russell's (1974) model of behavioural response, which suggested that there are two forms of behavior in an environment like a destination region: approach and avoidance. All positive behaviors, such as the desire to accept, like, and attach visitors, are considered approach behaviors. Furthermore, approach behaviors are positive responses such as physical proximity to tourists, paying attention, and expressing pleasant sentiments through verbal and nonverbal communication.

The urge to escape, indifference, and alienation from the tourists are the most prominent avoidance behaviors. Based on the empirical and theoretical evidence, it was hypothesized that positive impact perceptions induced certain positive emotions (i.e., positive emotional states) that influenced positive evaluations and resulted in approaching responses, whereas negative impact perceptions induced certain negative emotions (i.e., negative emotional states) and resulted in avoidance behavior (Lee, 2014). The researcher used Mehrabian and Russell's (1974) model to investigate inhabitants' behavioural responses to tourism sector support in Kwahu Traditional Area. According to the findings of the focus groups organized in each of the three towns and observations, inhabitants have cordial and friendly interactions with tourists, displaying an

approach or positive emotional response to tourists by accepting, liking, and accommodating them. An opinion leader at Mpreaso, for example, stated this.

“we are always happy to receive tourists because we like them. Most of the Abrofo (whites) tourists are friendly and nice and we wish they could stay longer. In fact, we are happy when we see them” [Female, Farmer, 45 years].

Similarly, another opinion leader from Nkawkaw indicated that,

“I become proud when I see tourists. I am comfortable staying with them and wish they could stay here for more” [Male,

Assembly Member, 35 years]

“I wish the days for Easter season could be extended to familiarize ourselves with tourists. We love to stay with the good, behaved ones. We feel proud, happy and comfortable staying with tourists”

[Female trader, 29 years].

However, at Abetifi, the opinion leaders' views were divided, some opinion leaders expressed that they like and accept tourists. Others were of the view that some tourists do not behave well when they come to KEF, especially with the experience they encountered with Ghanaian and Nigeria tourists.

One of the opinion leaders at Abetifi narrated that:

“we love them and become happy when we see them, we like them and wish they could stay with us for long, just that some of them don't behave well;.....taking from where my brother ended, we love to stay with tourists who behave well, not those who come

and spoil our youth with all kinds of immoral lifestyle and behaviour” [Female Ohemaa, 57 years].

Discussants at Abetifi were not very impressed by some Ghanaians or by Nigerian tourists because of their rude character, which scares them.

As narrated by a female opinion leader at Nkawkaw for instance,

“as for me I have always tried to avoid tourists because of my past experience. I used to accommodate tourists in my house, especially during our Easter festivities, not knowing that one boy was dating my 14 year daughter. After the Easter, my daughter asked permission to visit her elder sister at Accra, little did I know that she was visiting one of the tourists I accommodated in my house some time ago. She became pregnant at the age of 15. Since then I have never seen the boy (tourist). My daughter had stopped school. Now my daughter is 20 years. I’m taking care of her and my grandchild. Since then I have never liked local tourists and will not like them” [Female, Farmer, 47 years].

From the above narrative, the residents from Abetifi like tourists but they are not pleased with the behaviour of some of the tourists. However, the findings from Mpraeso and Nkawkaw imply that residents have great interest for tourists and wish they could stay at Kwahu for more days. The overall result indicates that the majority of residents at KTA feel happy to interact with tourists and have a very cordial and friendly relationship with tourists, thereby exhibiting approach or positive emotional response towards tourists

The study went further to discover that residents' behavioural response was to support tourism industry in the area. From the assertions of discussants, although there are real and perceived adverse effects associated with tourism, residents of Kwahu responded positively to the support of development of tourism in the Kwahu Traditional Area.

These are some of the common responses of discussants in support of the development of tourism in Kwahu Traditional Area. This is presented as in the following direct phrasal quotes from discussants in Box 1.

Box 1: Expressions of Discussants from the Three Communities in Support of
Tourism Development

- *I support tourism development in Kwahu here because of the help our communities derive from tourism. We love to see more tourists, we feel happy when we see tourists. My head always is big when I see tourists, I mean I become proud when I see tourists. At time I invite them to my house.*
- *I feel happy when I see tourists and I am proud when I see tourists.*
- *Yes, I support tourism development because it makes me feel proud when I see tourists, especially when I see Obronni (Whites). We wish tourists stay in our community forever. Some of our people depend on the tourism to earn their living, so if tourists don't come to our place again they will lose their jobs.*
- *Oh yes, I support tourism development in our community because tourism boost economic activities in our community, we are able to get more money. When tourists come here we increase our sales.*

- *...because, some of our people depend on the tourism to earn their living, so if tourists don't come to our place again those residents will lose their jobs*

- *Yes, because through tourism people get to know much about Kwahu; now our name has gone far all because of Kwahu Easter festival and paragliding activities.*

- *I support tourism development because through tourism our infrastructure is developed, example our roads are better off, there's also big hotels and guest houses all over Kwahu because of tourism.*

- *Yes, I support tourism because there are potential tourist sites such as the Nkofieho Cave of Life and the Oworobong Waterfalls. These sites should be developed to attract more tourists.*

Despite the expressions of support towards the development of tourism in the area, some discussants have reservations about the phenomenon and therefore conditioned the support of Kwahu residents on effective collaboration between the Kwahu Traditional Council and the Ghana Tourism Authority. An opinion leader, for example, asserted that:

“.....yes I support tourism development in Kwahu traditional but must be in collaboration with the council. We want government (Ghana Tourist Authority) to come and develop tourism in our area and involve the community in the area of decision making. There are potential tourist sites that when develop well it will attract many tourists such as paragliding take-off and landing sites, the Nkofieho Cave of Life and the Oworobong Waterfalls.

These sites should be developed to attract more tourists” [Female, Staff of traditional council, 40 years].

.....Oh yes we support tourism development in our community because tourism boost our community So we wish GTA in collaboration with our traditional council put up measures that will help develop tourism in Kwahu [Male, 47 years].

These stories show that KTA locals are eager to assist the tourism industry. Residents are supportive of tourism as long as it contributes to the area's economic development by providing job opportunities, greater investment, a source of personal income, and improved living conditions. Most studies show that citizens of host communities whose livelihoods are dependent on tourism are generally supportive of tourism growth (Scheyvens, 2002; Akyeampong, 2011; Nunkoo & Gursoy, 2012; Sharpley, 2014). This means that through similar beliefs, common behaviors, and emotional interactions with tourists, there is a sense of mutual benefit. The findings confirm Woosnam's (2017) observation that residents will behave in a way that promotes tourism if there are commonalities between residents and tourists. These findings support the Affect Theory of Social Exchange, which is currently being applied in tourism research to investigate emotional responses to tourists and tourism development. Residents' intentions to support tourism are influenced by perceived benefits and their emotional reaction to tourists in this case (Zheng et al., 2019). When these findings are compared to the conceptual framework, it reveals residents' emotional responses to tourism support, which are related to residents' perceived affects, emotional states, and emotional expressions toward

tourists. This implies that there is a strong link between residents' emotional connections, which were found to be high in Chapter Seven, and residents' emotional responses to tourists, which are reflected in their willingness to support tourism. According to Woosnam (2009), there is a link between citizens' emotional connections (i.e., shared beliefs, shared behavior, and emotional engagement) and their willingness to promote tourism. As a result, the findings emphasize the necessity of considering emotions as one of the major factors in understanding citizens' support for the tourism business in their towns.

Chapter Summary

The chapter investigated inhabitants' behavioral emotional responses in support of tourism development in the Kwahu Traditional Area, which was the thesis's fifth aim. To do this, the group data acquired from the focus groups with twenty-four (24) Kwahu Traditional Area opinion leaders was classified into themes, analyzed, and discussed. Benefits of tourism to the Kwahu Traditional Area; negative consequences of tourism; residents' emotional relationships with tourists; and residents' approach behavior toward the support tourism sector in Kwahu Traditional Area are among the produced themes that will be examined in this chapter. According to the findings of the various themes, some residents of Kwahu Traditional Area are concerned about the development of tourism in the area, owing to the negative impact of foreign cultural values on Kwaku's traditional people and the lack of effective collaboration between the Kwahu Traditional Council and the Ghana Tourism Authority on Kwahu tourism. Regardless of their worries, the findings in this chapter show that the majority of Kwahu people have a highly cordial and friendly connection with tourists, demonstrating an approach or good emotional response to tourists by accepting

them. This was reflected in the Kwahu Traditional Area's positive attitude to assist the tourism industry. For example, only four out of a total of 24 opinion leaders who represented residents of Kwahu in three separate focus groups (FGDs) were opposed to tourism development in the area, citing the rate at which tourists' negative cultural values are influencing the youth of the Kwahu Traditional Area as his reason. As a result of the findings in this chapter, the majority of Kwahu locals support tourist development in the Kwahu Traditional Area. As a result, the fifth research goal, which is to investigate inhabitants' behavioral emotional responses in support of the tourism business in the Kwahu Traditional Area, is met. To investigate residents' behavioral responses, two theories were used. The Affect Theory of Social Exchange and the Cognitive Appraisal Theory (CAT) (ATSE). Residents' evaluations of economic and social elements that cause emotional responses were explained using CAT, while residents' emotional responses were examined using the Affect Theory of Social Exchange in relation to residents' perceptions of impacts toward tourists and tourism development. Residents' attitudes about supporting tourism are influenced by perceived benefits and their emotional feelings toward tourists in this study (Zheng et al., 2019).

CHAPTER TEN SUMMARY, CONCLUSION AND RECOMMENDATION

Introduction

The complete study is summarized in this chapter. The goal of this thesis was to look at how locals in Ghana's Kwahu Traditional Area felt about tourists and how they acted toward them. The chapter summarizes the methods used to conduct the research, as well as the study's primary findings, conclusions, and suggestions. Emotional Solidarity Model (Woosnam et al., 2009), Affect Theory of Social Exchange (Lawler, 2001), and Cognitive Appraisal Theory were used to guide the research (Arnold, 1960). The primary aspects that influence residents' emotional attitudes toward tourists and tourism were highlighted in this model and theory. Finally, this chapter discusses the contribution of this research to both theory and practice.

Summary of Research Process

The study was necessitated by the limited empirical documentation of the residents' emotional sentiments that influence their attitude towards tourists in Ghanaian context. Specifically, the study aimed at:

1. explore residents' perception of a tourists;
2. identify residents' emotional states toward tourists;
3. examine the level of residents' emotional connectedness with tourists;
4. assess the determinants of residents' emotional attitude towards tourists in Kwahu Traditional area; and

5. explore residents' behavioural response in support of tourism industry in the area.

The Emotional Solidarity Model was used to create the conceptual framework (Woosnam et al., 2009). Based on the study's objectives, the framework captured the primary topics, which included emotional states, emotional connectivity, behavioral reaction, and factors impacting residents' emotional attitude. The convergent parallel design and exploratory sequential mixed methods design were employed in this study to evaluate residents' relationships with visitors and their emotional attitudes about tourists in order to achieve the objectives. Data was gathered both quantitatively and qualitatively at the same time. The study included four communities: Betifi, Nkawkaw, Mpraeso, and Obomeng. 709 people were polled in a cross-sectional study (670 survey respondents, 24 opinion leaders for three FGDs and 15 participants for IDI). The method utilized was a multi-stage sampling procedure. KWMA, KEDA, and KSDA, respectively, provided household lists for the four communities (Nkawkaw, Abetifi, and Mpraeso/ Obomen). The research regions were separated into zones, following the KWMA, KEDA, and KSDA methods. The respondents for the survey were chosen using a systematic sample approach, whereas respondents for the IDIs and FGDs were chosen using a purposive sampling strategy. The information was gathered between April and May of this year.

To code and enable analysis of the qualitative data in order to uncover themes and patterns in the responses, Nvivo Pro.11, a qualitative data analysis tool, was utilized. The software's coding frequency and cluster analysis features allowed for a structural study of each resident's responses. The data analysis procedure was iterative, involving numerous evaluations and comparisons of replies. For both the FGDs and the IDIs, descriptive narratives with illustrative and quotes were utilized to present the findings. SPSS was used to analyze the survey data

(version 22). To find the relative significant correlations, four (4) statistical analytical procedures were used to analyze the data: Chi-square Test of Independence Exploratory Factor Analysis (EFA); Kaiser-Meyer-Olkin (KMO) test; and Scree Test.

Main Findings

In terms of the first goal, which examines people's perceptions of visitors, the findings reveal that residents have a good understanding of what characterizes a tourist. Clients (customers), foreigners (international tourists), both foreigners and domestic tourists, and visitors to the Kwahu Easter Festival were all included in the residents' impressions of tourists. However, the majority of locals regard tourists as simply foreigners or international visitors (the whites). The findings imply that locals have a good understanding of what a tourist is in terms of mobility and purpose, but they haven't considered the concept of duration or length of stay in the destination location. The study's second goal was to address the question, "What is the emotional state of inhabitants toward tourists?" According to the study, more than half of the people (51.9 percent) had a strong good emotional state toward tourists as opposed to a strong negative emotional state toward tourists. According to the findings, some inhabitants appear to have conflicting feelings about tourists. The main emotional variables of people's good emotional state were happiness and surprise. Residents also used nonverbal action or gestures such as body movement and facial expressions to indicate their emotional feelings, according to the study. The research discovered four factors that contributed to residents' pleasant emotional experiences. These are the residents' fondness for tourism, the economic rewards, and their cultural and religious convictions. The chapter

went on to look at the inhabitants' positive emotional states in relation to their important socio-demographic factors, finding that all of them were statistically significant except for sex and wealth. Furthermore, the study discovered a higher level of connectedness in the area of welcoming nature (87.0 percent), followed by emotional intimacy (78.7 percent), and sympathetic understanding (78.7 percent) throughout the three-factor framework of the Emotional Solidarity Scale (66.8 percent). Residents agreed that tourists are appreciated for their contribution to the local economy. Overall, the results show a high level of emotional connection between inhabitants and tourists (78.9%). Finally, citizens' friendly interactions with tourists were discovered, resulting in a good response to tourism development. The study revealed six significant factors of inhabitants' emotional attitudes toward tourists in the study region in connection to the fourth objective. Commonalities (similar ideas and behaviors among residents and visitors), socio-cultural costs, economic benefits, economic reliance, economic costs, and residents' emotional commitment to their towns are among them. Finally, the study found that, while residents in Kwahu have reservations about tourism, primarily due to the negative influence of foreign cultural (acculturation) and the lack of effective collaboration between the Kwahu Traditional Council and the Ghana Tourism Authority, residents have very cordial and friendly relationships with tourists and exhibit approach or acceptance. The findings of this study back up the idea that citizens' opinions about tourists and tourism development are influenced by and via their emotional states and degree of connection with tourists on a personal level.

Conclusions

Based on the specific objectives and findings, this study offers several conclusions that add to the literature on residents' emotional attitude towards tourists especially from emerging tourists' destination, Kwahu. The following conclusions were made.

- In terms of the objective one, which is concerned with inhabitants' opinions of tourists, Residents' perceptions of tourists vary, according to the findings. Tourists as clients (customers), foreigners (international tourists), both foreigners and local tourists, and visitors to the Kwahu Easter Festival are the four themes that residents have about tourists. Tourists are defined by residents as those who come to Kwahu Easter Festival to celebrate, to see, to relax, to participate in paragliding activities, to sell and advertise their products, or to buy from residents. The key assumption underlying this way of thinking is that tourists come to Kwahu to contribute to the local economy.
- On the basis of objective two, it may be determined that residents' emotional states were positive. Positive feelings such as joy, happiness, honor, pleasure, cheerfulness, inspire, positive surprise, and contentment were strongly felt by the locals, according to the study. Apart from sex and income, all socio-demographic factors were statistically significant for inhabitants' emotional states.
- Tourists and residents were found to have a high level of emotional connection. It may be concluded that the degree of shared beliefs, common behavior, and interaction with visitors all play a role in predicting locals' emotional bond. The high level of emotional connectivity among inhabitants was discovered to be due to the

sociocultural and economic benefits provided by tourism. In general, inhabitants had a strong emotional bond with tourists, particularly when it came to introducing them to nature.

- Furthermore, when it comes to the elements that influence locals' emotional attitudes toward tourists, it can be stated that commonalities, socio-cultural costs, economic benefits, economic dependency, economic costs, and inhabitants' emotional commitment to their towns all play a role. The inhabitants' commonalities (shared views and behavior) were the key components that influenced their emotional attitude toward tourists, according to these variables.
- Finally, it can be stated that the citizens of the area are willing and eager to assist the tourism business. This was revealed through their emotional welcoming of tourists. Inhabitants' support for the tourism business in KTA was influenced by their views (economic and socio-cultural impact), similarities (shared beliefs and behavior) between tourists and residents, and emotional connections and responses (like, love). This, on the other hand, backs up the findings of the survey data analysis. Inhabitants' emotional responses to accept and support the tourism business in the area are influenced by residents' comparative cost and benefit levels, according to the Affect Theory of Social Exchange. Residents who profit from tourism, particularly during the Kwahu Easter Festival, had a favourable view toward tourism. The framework of Bjorklund and Philbrick's model of the Host Attitudinal/Behavioral Responses to Tourists explained this finding.

- In conclusion, the study results agree with the propositions of the conceptual framework, which states a direct link between emotional state, emotional connections and behavioural response.

Recommendations

After a detailed examination of the findings, the study makes the following recommendations:

Recommendations for Policy

The study proposes the following recommendations for policy in order to improve tourism industry in Kwahu, specifically in the area of residents' emotional attitude towards the support of the tourism industry.

- Given the effects residents' acceptance has on tourists and the tourism industry in destination areas, the government and related organizations such as the Ministry of Tourism (MoT) and Ghana Tourism Authority (GTA) should strive to promote residents' involvement rather than avoidance in tourism development in Kwahu. The Kwahu Traditional Council (KTC) and the different District Assemblies within the enclave should have more communication with the GTA. Before staging any touristic activity or event, permission from the traditional leaders should be sought.
- Rather than focusing solely on economic gains, the GTA should address the immoralities linked with the Kwahu Easter Festival (KEF), as citizens are unhappy with it. Some tourists engage in immoral behavior such as obscene dress, prostitution, and social vices. According to the

study, the GTA should provide education through the media, such as radio, television, newspapers, magazines, and brochures, that contain the requirements or guidelines prior to and after KEF, in order to raise awareness among tourists about what is expected of them when they visit Kwahu for a tour. KTC should work with the GTA and the District Assemblies to establish guidelines to educate local communities, particularly the youth, about these immoralities.

- This study's findings can help local tourism marketing professionals. Local chambers of commerce and convention and visitors bureaus might use local inhabitants to promote tourism in KTA now that they know residents have positive feelings toward tourists. As an example. The GTA must make an effort to promote citizens' emotional attitudes and behaviors to the rest of the globe. Residents have a positive emotional response to tourists, according to the study, and they display non-verbal forms of emotions even when tourists provoke them. When they are upset or unhappy, they do not engage in distributive violence such as throwing objects, yelling, or attacking tourists; instead, they engage in non-verbal and non-aggressive behavior such as remaining silent, hiding, or suppressing their angry sentiments. Written entries on cultural and natural facilities (and the numerous hoteliers, guides, and other enterprises providing services) in promotional packs and on their Web site are one way that tourism experts like GTA and District Assemblies may encourage sustainable tourism. In the end, sustainable tourism prospects would create jobs for people and visitors alike while

maintaining the cultural and natural resources' integrity. One essential to successful sustainable tourism, according to Wall and Mathieson (2006), is striking a balance between giving required revenue to residents and not overexploiting the resources. This will definitely foster a sense of friendliness that is intrinsic to the culture of the area.

- Due to their passion and interest in expanding the tourism business in the area, people of KTA have a positive attitude in terms of emotional state and degree of emotional connectivity (high). As a result, tourism stakeholders such as the GTA and District Assemblies should educate some tourists, particularly Nigerians, about their unfavorable attitudes so that locals can perform at their best. Residents always keep their problems hidden or suppressed and communicate their anger nonverbally rather than using distributive-aggressive tactics like throwing items, yelling, or hitting foreigners. Tourists should be educated on how to interact positively with locals, as citizens in KTA are tolerant, eager to welcome them, and supportive of tourism development.
- The findings show a link between economic benefits and residents' emotional attitudes, as well as a link between socio-cultural cost and residents' emotional attitudes. Residents in this study are willing to support tourism if it provides them with jobs, cash, raises their standard of life, gives them social recognition, or improves the area's image. Some citizens, however, are dissatisfied with the socioeconomic costs connected with tourism. As a result, the District Assemblies and KTC should educate other stakeholders such as taxi drivers, food vendors,

hoteliers, and tour operators not to exploit the presence of tourists by charging exorbitant prices in order to discourage tourists from visiting Kwahu, particularly during KEF, so that tourism continues to grow and boost the area's socioeconomic sector.

- The GTA should intensify their collaboration with the private sector to promote more attractive touristic activities in addition to paragliding to entice more foreign and local tourists to the KTA since the residents in the area are receptive and hospitable to tourist.

Recommendations for Research

Several research endeavours can be pursued from this study.

- This study looked at emotional attitudes from the perspective of KTA inhabitants. In KTA, research on the viewpoints of tourists is required. It would be fascinating to see if tourists report similar levels of pleasant emotional states and emotional connection with inhabitants as residents did in this study. Having data from solely residents explaining their emotional attitudes toward visitors would not only provide a more true and holistic view of their emotional attitudes toward tourists, but it would also allow for bias and diluted responses. Further research should concentrate on the two categories, namely locals and visitors, and data should be obtained from members of these two unique groups in order to examine the existing connection and gain a complete understanding of it.
- The purpose of this study was to see how citizens' emotional emotions (feelings) influenced their perceptions of tourists and the tourism sector as a whole. Despite the study's shortcomings, such as a lack of literature,

it does offer some unique perspectives on this underresearched topic. The findings show that there is a wide range of attitudes among the communities. Future research could only employ qualitative methods to investigate residents' emotional attitudes using additional psychological/ emotional experiences, rather than the fundamental emotional experiences used in this study to generalize residents' emotional sentiment.

- Furthermore, while this is one of the first attempts in Ghana to investigate citizens' emotional responses to tourists, the study relied on a self-reported questionnaire, which could lead to omissions, cognitive bias, or memory errors. Other methodologies, such as longitudinal research, could be used in future studies to completely measure inhabitants' sentiments toward tourists. Further research should address the time and participant framework limitations, and the study should be expanded to include all four districts in the Kwahu Traditional Area for varied geographical perspectives and generalization.
- More study should be done to examine inhabitants' emotional attitudes in the same area or in diverse community contexts where tourism is at different phases of growth. Butler's (1980) life-cycle, which illustrates the various stages a tourist attraction goes through over time, should be used in such research. Exploration, involvement, development, consolidation, stagnation, rejuvenation, and decline are the stages involved. The purpose of this line of research would be to see if stage has an impact on how emotionally engaged residents are to tourists.

However, studies spanning many tourist sites at various stages along Butler's life-cycle curve might provide more insight.

- Results from this study serve as a jumping off point for more research concerning the emotional sentiment that residents feel for tourists.

Contributions to Knowledge

This research adds to the current literature on residents' attitudes by emphasizing the importance of inhabitants' commonalities with tourists, emotional state, and emotional connection in the development of community tourism. Few scholars have attempted to explain the impact of emotional variables on locals' attitudes toward tourist development, such as trust, emotional solidarity, and apathy (Woosnam, 2009; Nunkoo & Ramkissoon, 2012; Nunkoo et al., 2012; Vahid et al., 2019). There is little study on the impact of inhabitants' emotional states, similarities (shared ideas and behaviors), and how residents' emotional connection to tourists effects their attitude and behavior toward tourists (Woosnam et al., 2012).

Consequently, the study contribution to knowledge included:

In the emotional link or bond that exists between locals and visitors, a new perspective and a deeper understanding of the relationship between inhabitants and tourists has emerged. This will go a long way toward overcoming the substantial literature that focuses on shallow relationships based only on the parties' financial transactions (Mason, 2006; Nettekoven, 1979; Smith, 1989). Apart from the shared geographical region, it is clear from this study that inhabitants and tourists share common values, attitudes, and behavior. This shared experience strengthens their closeness, and locals refer to tourists as "we" rather than "them" (Laxson, 1991; Pritchards-Evans, 1989). As a result of

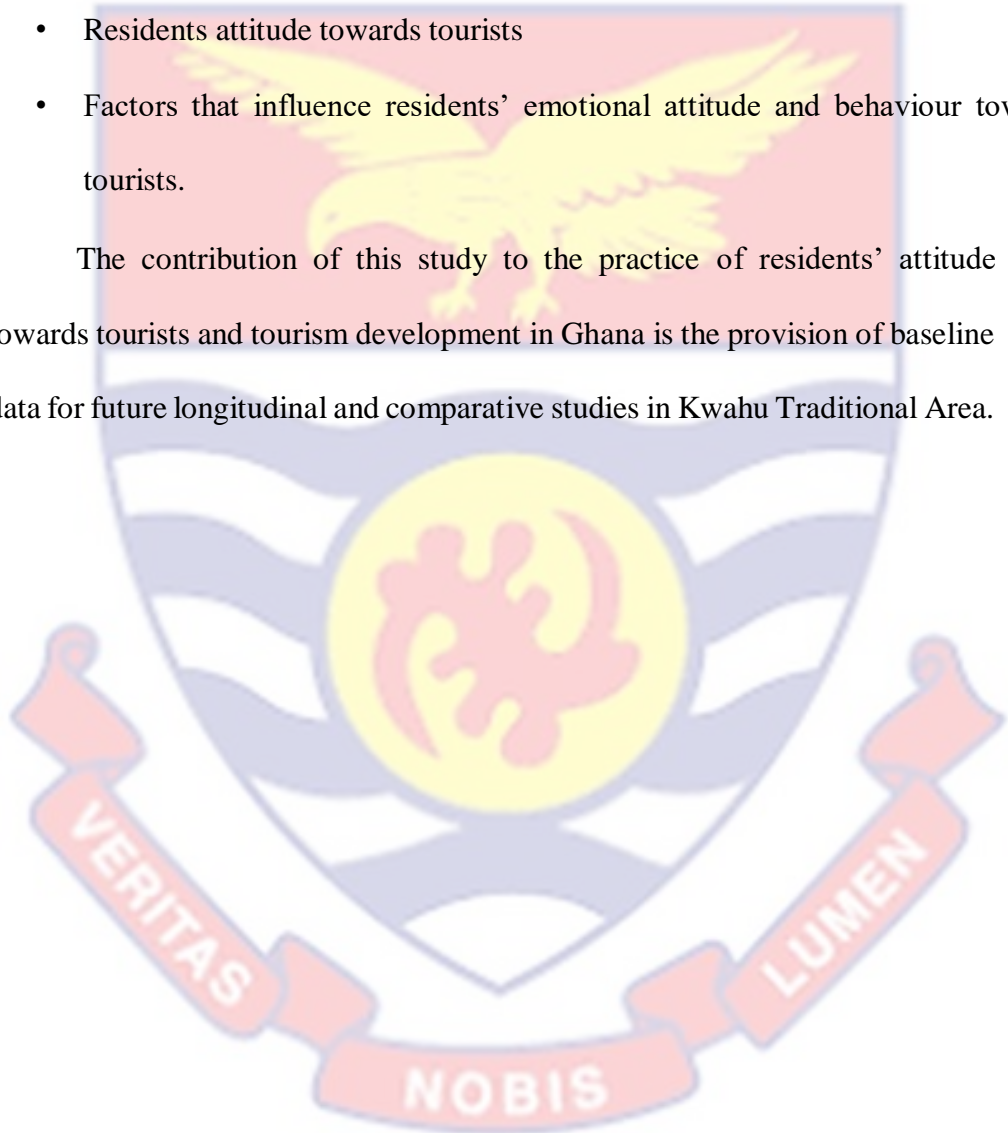
commonalities between residents and tourists, the knowledge base on residents and tourists relationships in tourism discourse has grown beyond financial transactions between the parties, where inhabitants seek personal benefits from tourists before forming relationships with them.

The study also contributed to our understanding of the elements that influence communities' attitudes toward tourists. The majority of studies on residents' attitudes toward visitors focused on the effects of tourism on people' lives and their attitudes toward tourism development from a cognitive processing (i.e., thinking) rather than an emotional (feelings) standpoint (Gursoy & Rutherford, 2004; Woosnam, 2009). These studies looked at socio demographic features, perceived costs and advantages, economic dependence on tourism, and stage of tourism as factors that influence residents' attitudes toward tourists. There was a paucity of information on the types of emotions that are prevalent among inhabitants in destination places, describing their emotional state and how these emotions are portrayed to elicit behavioural responses from individuals (Woosnam, 2009; Lee & Kyle, 2012). Residents' emotional reactions to tourists may have an impact on their perception and assessment of them (Forgas, 1991). Negative emotional experiences with visitors, such as anger and fear, are more likely to be met with rejection or avoidance, whereas feelings of happiness and joy are more likely to be met with acceptance or approach behavior. As a result, this research proposes a conceptual framework for examining people' emotional attitudes and behaviors toward visitors. The concept is founded on the assumption that the degree of similarities (shared beliefs and behaviors), level of emotional connectivity, and emotional state influence inhabitants' emotional attitudes and behavior (positive or negative

emotions). Residents' actions are influenced by their emotional experiences and cognitive perception. The action here relates to the likelihood of engaging tourists in order to help the tourism sector, or avoiding tourists in order to oppose tourism development. The model can be used to understand:

- The residents and tourists' relationship
- Residents attitude towards tourists
- Factors that influence residents' emotional attitude and behaviour towards tourists.

The contribution of this study to the practice of residents' attitude towards tourists and tourism development in Ghana is the provision of baseline data for future longitudinal and comparative studies in Kwahu Traditional Area.



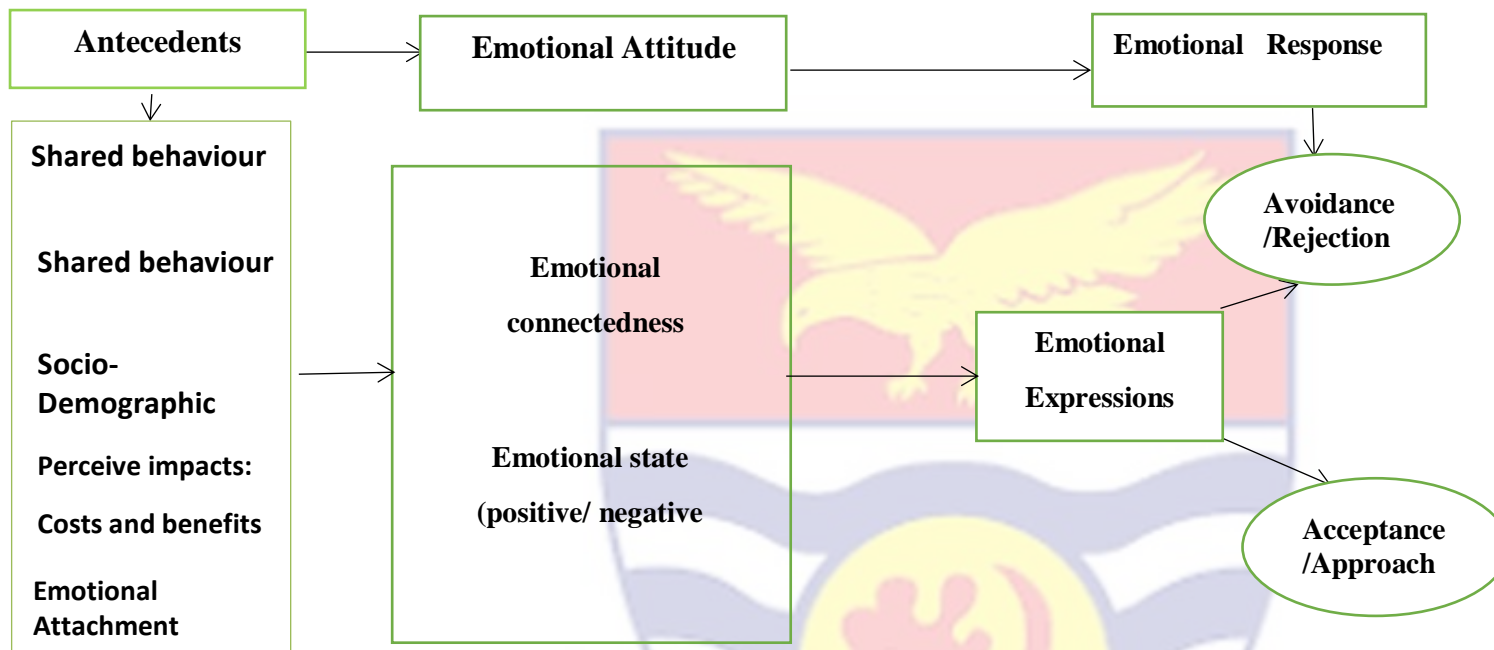


Figure 10: Residents' Emotional Attitudes and Response toward the Support of Tourism Development

REFERENCES

- Adams, G., & Markus, H. R. (2001). *Toward a conception of culture suitable for a social psychology of culture*. Hillsdale, NJ: Erlbaum.
- Aho, S. K. (2001). Towards a general theory of touristic experiences: Modelling experience process in tourism. *Tourism Review*, 56(4), 33-37.
- Akyeampong, O. A. (2011). Pro-poor tourism: residents' expectations, experiences and perceptions in the Kakum National Park Area of Ghana. *Journal of Sustainable Tourism*, 19(2), 197-213.
- Allen, L. R., Hafer, H. R., Long, P. T., & Perdue, R. R. (1993). Rural residents' attitudes toward recreation and tourism development. *Journal of Travel Research*, 31(4), 27-33.
- Allen, L. R., Persia, R. R., & Hafer, H. R. (1987). Rural residents' attitudes toward recreation and tourism development. *Journal of Travel Research*, 31(4), 27-33.
- Allen, L. R., Persia, R. R., & Hafer, H. R. (1990). *Rural attitudes towards recreation and tourism*. Paper presented at the Outdoor Recreation Symposium III. Indianapolis IN, March.
- Almagor, M., & Ben-Porath, Y. (1989). The two-factor model of self-reported mood: A cross-cultural replication. *Journal of Personality Assessment*, 53, 10-21.
- Amuquandoh, F. E. (2010). Residents' perceptions of the environmental impacts of tourism in the Lake Bosomtwe Basin, Ghana. *Journal of Sustainable Tourism*, 18(2), 223-238.
- Andereck, K. L. (2005). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*, 50(3), 248-

60.

Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research, 50*(3), 248-260.

Andereck, K., & Vogt, C. (2005). The relations between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research, 39*(1), 27-37.

Andereck, K., & Vogt, C. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research, 39*(1), 27-36.

Andrew, S., & Halcomb, E. (2009). *Mixed methods research for nursing and the health sciences*. London: Wiley-Blackwell.

Andrew, S., & Halcomb, E. J. (2009). *Mixed methods research for nursing and the health sciences*. London: England, Wiley-Blackwell.

Andrews, S., & Halcomb, E. (2009). *Mixed methods research for nursing and health sciences*. London: Wiley-Blackwell.

Andriotis, K., & Vaughan, R. D. (2003). Urban residents' attitudes toward tourism development: The case of Crete. *Journal of Travel Research, 42*(2), 172-185.

Andriotis, K., & Vaughan, R. D. (2003). Urban residents' attitudes toward tourism development: The case of Crete. *Journal of Travel Research, 42*(2), 172-185.

Ap, J. (1992). Residents perceptions of tourism impacts. *Annals of Tourism Research, 19*(4), 665-690.

- Aramberri, J. (2001). The host should get lost: Paradigms in the tourism industry. *Annals of Tourism Research*, 28(3), 738-61.
- Armenski, T., Dwyer, L. and Pavluković, V. (2011). Destination competitiveness: Public and private sector tourism management in Serbia. *Journal of Travel Research*, 57(3), 384-398.
- Arnold, M. B. (1960). *Emotion and personality, volume 1: Psychological aspects*. New York: Colombia University Press.
- Asiedu, A. (2010). *Tourism in Ghana: A modern synthesis*. Accra: Assemblies of God Literature Centre Limited.
- Asiedu, A. B. (2009). Prospects for an emerging tourism industry in Ghana. *Research Review*, 13(12), 11-26.
- Aune, R. K., Metts, S., & Ebesu-Hubbard, A. S. (1998). Managing the outcomes of discovered deception. *Journal of Social Psychology*, 138(6), 677-689.
- Avan, A., & Özdemir, Ş. (2019). A qualitative research on service environment and user interaction in hotel chains. *Tüketici ve Tüketim Arastirmalari Dergisi*, 7(1), 87–131.
- Babbie, E. R. (2005). *Introduction to social research*. Boston: Wadsworth/Cengage Learning.
- Bagozzi, R. P. (1975). Social exchange in marketing. *Journal of the Academy of Marketing Science*, 3(3), 314-327.
- Bahr, H., Mitchell, C., Li, X., Walker, A., & Sucher, K. (2004). Trends in family space/time, conflict, and solidarity: Middletown 1924–1999. *City & Community*, 3(3), 263–291.
- Ballantyne, R., Packer, J., & Axelsen, M. (2009). Trends in tourism research.

Annals of Tourism Research, 36(1), 149-152.

Ballantyne, R., Packer, J., & Axelsen, M. (2009). Trends in tourism research.

Annals of Tourism Research, 36(1), 149-152.

Barr-zisowitz, C. (2000). *Sadness, is there such a thing?* (2nd ed.). New York: Guilford.

Barsky, J. D., & Nash, L. (2002). Evoking emotion: Affective keys to hotel loyalty. *Cornell Hotel & Restaurant Administration Quarterly*, 43(1), 39-46.

Bartholomew, D. J., Knott, M., & Moustaki, I. (2011). *Latent variable models and factor analysis: A unified approach*. New York: John Wiley & Sons.

Bartholomew, D. J., Knott, M., & Moustaki, I. (2011). *Latent variable models and factor analysis: A unified approach*. London: John Wiley & Sons.

Beer, J. S., Heerey, E. H., Keltner, D., Scabini, D., & Knight, R. T. (2003). The regulatory function of self-conscious emotion: Insights from patients with orbitofrontal damage. *Journal of Personality and Social Psychology*, 85, 594–604.

Belisle, F. J., & Hoy, D. R. (1980). The perceived impact of tourism by residents: A case study of Santa Marta, Colombia. *Annals of Tourism Research*, 7(1), 83-101.

Belisle, F., & Hoy, D. (1980). The perceived impact of tourism by residents a case study in Santa Marta, Colombia. *Annals of Tourism Research*, 7(1), 83–101.

Berno, T. (1999). When a guest is a guest: Cook islanders view tourism. *Annals of Tourism Research*, 26(3), 656–675.

Berry, J. W. (1999). Emics and etics: A symbiotic conception. *Culture &*

Psychology, 5, 165–171.

- Besculides, A., Lee, M. E., & McCormick, P. J. (2002). Residents perceptions of the cultural benefits of tourism. *Annals of Tourism Research*, 29(2), 303–319.
- Bimonte, S., & Faralla, V. (2012). Tourist types and happiness a comparative study in Maremma, Italy. *Annals of Tourism Research*, 39(4), 1929–1950.
- Bimonte, S., & Faralla, V. (2012). Tourist types and happiness a comparative study in Maremma, Italy. *Annals of Tourism Research*, 39(4), 1929–1950.
- Birditt, K. S., Miller, L. M., Fingerman, K. L., & Lefkowitz, E. S. (2009). Tensions in the parent and adult child relationship: Links to solidarity and ambivalence. *Psychology and Aging*, 24(2), 287–295.
- Bitner, M. J. (1992). Service scapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Bjorklund, E., & Philbrick, A. K. (1972). *Spatial configurations of mental recreation and park processes*. Quebec: Department of Geography, Loyal University.
- Borland, N. S., & Moskowitz, J. T. (1998). The role of discrete emotions in health outcomes: A critical review. *Applied and Preventive Psychology*, 12(2), 59-75.
- Bosnjak, M., T. Brown, T., Lee, L., Yu, A., Sirgy, K. W. (2016). Establishing an open probability-based mixed-mode panel of the general population in Germany: The GESIS panel. *Social Science Computer Review*, 36(1), 103–115.

- Bowlby, J. (1944). Forty-four juvenile thieves: Their characters and home-life. *International Journal of Psycho-Analysis*, 25, 19-53.
- Bowlby, J. (1979). Forty-four juvenile thieves: Their characters and home-life. *International Journal of Psycho-Analysis*, 25, 19-53.
- Boyer, P. (2001). Religious thought and behaviour as by-products of brain function. *Trends In Cognitive Sciences*, 7(3), 119-124.
- Brody, L. R., & Hall, J. A. (1993). Gender and emotion in context. *Handbook of Emotions*, 3, 395-408.
- Brougham, J. E., & Butler, R. W. (1981). A segmentation analysis of resident attitudes. *Annals of Tourism Research*, 8, 569-590.
- Bruku, C. (2016). *Perceived risks and management strategies in protected areas: The case of Kyabobo National Park in the Nkwanta South District, Ghana*. Unpublished master's thesis, University of Ghana, Legon.
- Brunt, P., & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493-515.
- Bryman, A. (2008). *Social research methods*. Oxford: Oxford University Press.
- Buckley, R. C. (2016). Qualitative analysis of emotions: Fear and thrill. *Frontiers in Psychology*, 7, 1187-1198.
- Buda, D. M., d'Hautesserre, A.-M., & Johnston, L. (2014). Feeling and tourism studies. *Annals of Tourism Research*, 46, 102-114.
- Butler, R. W. (1980). Tourism, environment, and sustainable development. *Environmental Conservation*, 18(3), 201-209.
- Carducci, F. (2000). The influence of emotion on learning and memory. *Frontal Psychology*, 154-167.

- Carmichael, B. A. (2000). *Linking quality tourism experiences, residents' quality of life, and quality experiences for tourists*. MA: Elsevier Butterworth-Heinemann.
- Cattell, R. B. (1966). The scree test for the number of factors. *Multivariate Behavioural Research, 1*, 245–276.
- Cattell, R. B. (1966). The scree test for the number of factors. *Multivariate Behavioral Research, 1*, 245–276.
- Cave, J., Ryan, C., & Panakera, C. (2003). Residents' perceptions, migrant groups and culture as an attraction: The case of a proposed Pacific Island cultural centre in New Zealand. *Tourism Management, 24*(4), 371–385.
- Cavus, S., & Tanrisevdi, A. (2002). Residents' attitudes toward tourism: A case study of Kusadasi, Turkey. *Tourism Analysis, 7*(3), 259-268.
- Chan, Y. W. (2006). Coming of age of the Chinese tourists: The emergence of non-Western tourism and host–guest interactions in Vietnam's border tourism. *Tourist Studies, 6*(3), 187–213.
- Chaplin, J. P. (1985). *Dictionary of psychology* (2nd ed.). New York: Dell Publishing.
- Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management, 36*, 269-278.
- Chen, H., & Hsieh, T. (2011). The effect of atmosphere on customer perceptions and customer behaviour responses in chain store supermarkets. *African Journal of Business Management, 5*(24), 10054-10066.
- Cheong, S. M., & Miller, M. L. (2000). Power and tourism: A Foucauldian observation. *Annals of Tourism Research, 27*(2), 371–390.

- Child, D. (2006). *The essentials of factor analysis*. (3rd ed.). New York: Continuum International Publishing Group.
- Chwarz, N., & Clore, G. L. (1983). Mood, misattribution, and judgments of well-being-informative and directive functions of affective states. *Journal of Personality and Social Psychology*, 45(3), 513-523.
- Clark, M. S., & Monin, J. K. (2014). *Turning the tables: How we react to others' happiness*. Oxford: Oxford University Press.
- Clore, G. L., & Parrot, M. (1994). Affective causes and consequences of social information processing. *Handbook of Social Cognition*, 1, 323-417.
- Cochran, W. G. (1963). *Sampling techniques* (2nd ed.). New York: John Wiley and Sons, Inc.
- Cohen, E. (1984). The sociology of tourism: approaches, issues, and findings. *Annual Review of Sociology*, 10(1), 373-392.
- Cohen, E. (1996). Hunter-gatherer tourism in Thailand. *Tourism and Indigenous People*, 227-254.
- Cohen, J. (1984). Residents' attitudes towards an instant resort enclave. *Annals of Tourism Research*, 23, 755-779.
- Cohen, J. B., & Areni, C. (1991). *Affect and consumer behaviour*. New Jersey: Prentice Hall.
- Cohen, L., Manion, L. & Morrison, K. (2007). *Research methods in education* (5th ed.). London: Routledge.
- Colgate, M., & Lang, B. (2001). Switching barriers in consumer markets: An investigation of the financial services industry. *Journal of Consumer Marketing*, 18(4), 332-347.

- Comrey, L.A. & Lee, H. B. (1992). *A first course in factor analysis* (2nd ed.). New Jersey: Lawrence Erlbaum Associates.
- Cooke, K. (1982). Guidelines for socially appropriate tourism development in British Columbia. *Journal of Travel Research*, 21(1), 22-28.
- Cornwall, A. (2003). Whose voices? Whose choices? Reflections on gender and participatory development. *World Development*, 31(8), 1325–1342.
- Cosenza, R. M. (1988). Segmenting local residents by their attitudes, interests and opinions toward tourism. *Journal of Travel Research*, 27, 2-8.
- Cresswell, K. A. (2010). Implementation and adoption of nationwide electronic health records in secondary care in England: Qualitative analysis of interim results from a prospective national evaluation. *British Medical Journal*, 341-360.
- Creswell, J. W. (1999). *Qualitative inquiry and research design: Choosing among five traditions*. Thousand Oaks, SA: Sage Publications.
- Creswell, J. W. (1999). *Qualitative inquiry and research design: Choosing among five traditions*. Thousand Oaks, SA: Sage Publications.
- Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches* (2nd ed.) Thousand Oaks: Sage.
- Creswell, J. W. (2006). *A decade of mixed methods writing: A retrospective*. Retrieved from www.aom.pace.edu/rmd/2002forum.html
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative and mixed methods approaches* (4th ed.). London: Sage Publications Ltd.
- Creswell, J. W., & Plano Clark, V. L. (2011). *Designing and conducting mixed methods research*. Thousand Oaks, CA: Sage.

- Creswell, J. W., & Plano Clark, V. L. (2017). *Designing and conducting mixed methods research*. London: Sage Publications Ltd.
- Croes, R., & Lee, S. H. (2016). Tourism development and happiness: A residents' perspective. *Journal of Destination Marketing & Management*, 5(1), 5-15.
- Cutting, A. L., & Dunn, J. (1999). Conversations with siblings and with friends: Links between relationship quality and social understanding. *British Journal of Developmental Psychology*, 24(1), 73-87.
- Damasio, A. R. (1999). *Emotion, reason and the human brain*. New York: Putnam.
- Damasio, A. R. (1999). *The feeling of what happens: Body, emotion and the making of consciousness*. London: William Heinemann.
- Darwin, C. (1872/1965). *The psychology of facial expression*. Cambridge: Cambridge university press.
- David, P. E. (2008). *What emotions really are*. Chicago: University Press.
- David, R. J. (1992). Anterior cerebral asymmetry and the nature of emotion. *Brain and Cognition*, 20(1), 125-151.
- Davies, B. (2003). The role of quantitative and qualitative research in industrial studies of tourism. *The International Journal of Tourism Research*, 5(2), 97-111.
- Davies, B. (2003). The role of quantitative and qualitative research in industrial studies of tourism. *International Journal of Tourism Research*, 5(2), 97-111.
- De Kadt, E. (1979). Social planning for tourism in the developing countries. *Annals of Tourism Research*, 6, 36-48.

- DeCoster, J. (1998). *Overview of factor analysis*. Retrieved from <http://www.stat-help.com/notes.html>
- DeCoster, J. (1998). *Overview of factor analysis*. Retrieved from <http://www.stat-help.com/notes.html>
- Derrett, R. (2003). Making sense of how festivals demonstrate a community's sense of place. *Event Management*, 8(1), 49-58.
- Desmet, P. (2004). *Measuring emotion: Development and application of an instrument to measure emotional responses to products*. Funology. Norwell, MA, USA, Kluwer Academic Publishers.
- Desmet, P. M. A. (2002). *Designing emotions*. Unpublished doctoral thesis, Delft University of Technology.
- DiCicco-Bloom, B., & Crabtree, B. F. (2006). The qualitative research interviews. *Medical Education*, 40, 314–321.
- Diedrich, A., & García-Buades, E. (2009). Local perceptions of tourism as indicators of destination decline. *Tourism Management*, 30, 512–521.
- Diener, E., Suh, E. M., Lucas, R. E., & Smith, H. L. (1999). Subjective wellbeing: Three decades of progress. *Psychological Bulletin*, 125(2), 276–302.
- Dillard, J. P., & Meijnders, A. (2002). *The persuasion handbook: Developments in theory and practice*. Thousand Oaks, CA: Sage.
- Dogan, H.Z. (1989). Forms of adjustment: Socio-cultural impacts of tourism. *Annual Tourism Research*, 16, 216–236.
- Donovan, R. J., & Rossiter, J. R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58, 34–57.

- Dorset, D. (2007). The expression and assessment of emotions and internal states in individuals with severe or profound intellectual disabilities. *Clinical Psychology Review, 31*(3), 293-306.
- Doxey, G. (1975). *A causation theory of visitors–resident’s irritants: Methodology and research inferences*. Proceedings of the Travel Research Association, Annual Conference, Salt Lake City.
- Doxey, G. V. (1976). When enough’s enough: The natives are restless in Old Niagara. *Heritage Canada, 2*, 26–28.
- Draper, J., Woosnam, K. M., & Norman, W. C. (2011). Tourism use history: Exploring a new framework for understanding residents’ attitudes toward tourism. *Journal of Travel Research, 50*(1), 64-77.
- Dube, L., & Menon, K. (2000). Multiple roles of consumption emotions in postpurchase satisfaction with extended service transactions. *International Journal of Service Industry Management, 11*(3), 287-304.
- Dunn, J. (1999). Conversations with siblings and with friends: Links between relationship quality and social understanding. *British Journal of Developmental Psychology, 24*(1), 73-87.
- Durkheim, A. H. (2009). Emotional collectives: How groups shape emotions and emotions shape groups. *Cognition and Emotion, 30*(1), 3-19.
- Durkheim, E. (1995). *The elementary forms of religious life*. New York: The Free Press.
- Durkheim, E. (1995). *The elementary forms of the religious life*. New York: Free Press.
- Durkheim, E. (1995). *The elementary forms of the religious life*. New York: Free Press.

- Durkheim, E. (2009). *The elementary forms of religious life*. New York: Free Press.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich.
- Easterby-Smith, M., & Lyles, M. (2003). Re-reading organizational learning: selective memory, forgetting, and adaptation. *Academy of Management Executive*, 17(2), 51–55.
- Easterling, D. (2004). Residents and tourism: What is really at stake? *Journal of Travel & Tourism Marketing*, 18(4), 49-64.
- Ekman G., & Cordaro, D. T. (2011). Universals and cultural variations in 22 emotional expressions across five cultures. *Emotion*, 18(1), 75-86.
- Ekman P. (1999). What is meant by calling emotions basic? *Emotion Review*, 3(4), 364–370.
- Ekman, P. & Cordaro, D. (2011). What is meant by calling emotions basic? *Emotion Review*, 3(4), 364-370.
- Ekman, P. (1993). Facial expression of emotion. *American Psychologist*, 48, 384–392.
- Ekman, P. (1994). Strong evidence for universals in facial expressions: A reply to Russell's mistaken critique. *Psychological Bulletin*, 115, 268–287.
- Ekman, P. (1997). *Expression or communication about emotion*. Washington, DC: APA.
- Ekman, P., & Friesen, W. V. (1987). The Duchenne smile: Emotional expression and brain physiology. *Journal Of Personality and Social Psychology*, 58(2), 342-356.

- Ekman, T. (2003). Positive and Negative Affect Schedule (PANAS): Psychometric properties of the online Spanish version in a clinical sample with emotional disorders. *BMC Psychiatry, 20*, 56-61.
- Eliot, L. (2009). *Pink brain, blue brain: How small differences grow into troublesome gaps--and what we can do about it*. Houghton: Mifflin Harcourt.
- Ellsworth, P. C., & Scherer, K. R. (2003). *Appraisal processes in emotion*. New York: Oxford University Press.
- Ellsworth, P. C., & Smith, C. A. (1988). Shades of joy: Patterns of appraisal differentiating pleasant emotions. *Cognition and Emotion, 2*(4), 301–331.
- Emerson, R. M. (1976). Social exchange theory. *Annual Review of Sociology, 2*, 335-362.
- Emerson, R. M. (1976). Social exchange theory. *Annual Review of Sociology, 2*, 335-362.
- Fanjul, R., & Moital, R. S. (2016). Evaluating the human resource (employment) requirements and impacts of tourism developments. *Journal of Progressive Research in Social Sciences, 3*(1), 134–145.
- Faulkner, B., & Tideswell, C. (1997). A framework for monitoring community impacts of tourism. *Journal of Sustainable Tourism, 5*(1), 3–28.
- Faulkner, B., & Tideswell, C. (1997). A framework for monitoring community impacts of tourism. *Journal of Sustainable Tourism, 5*(1), 3-28.
- Faullant, R., Matzler, K., & Fuller, J. (2007). The impact of satisfaction and image on loyalty: The case of Alpine ski resorts. *Journal of Travel Research, 54*(3), 344-358.

- Faullant, R., Matzler, K., Mooradian, T. A. (2011). Personality, basic emotions, and satisfaction: Primary emotions in the mountaineering experience. *Tourism Management*, 32(6), 1423–1430.
- Feldman Barrett, L., & Russell, J. A. (1998). Independence and bipolarity in the structure of current affect. *Journal of Personality and Social Psychology*, 74(4), 967-980.
- Forgas, J. P. (1991). Mood and judgment: The affect infusion model. *Psychological Bulletin*, 117(1), 39-49.
- Fredline, E. (2000). Host community reactions: A cluster analysis. *Annals of Tourism Research*, 27(3), 763-784.
- Fredline, E., & Faulkner, B. (2000). Residents' reactions to the staging of major motorsport events within their communities: A cluster analysis. *Event Management*, 7, 103-114.
- Fridlund, A. J. (1994). *Human facial expression: An evolutionary view*. New York: Academic Press.
- Frijda, N. H. (1986). *The emotions*. Cambridge: Cambridge University Press.
- Frijda, N. H. (1994). *Varieties of affect: Emotions and episodes, moods, and sentiments*. Oxford: Oxford University Press.
- Frijda, N. H., & Mesquita, B. (1994). Culture and emotion. *Handbook of Cross-Cultural Psychology*, 2, 255-297.
- Gao, H., & Peiyi Ding, M. (2017). Review of emotions research in marketing. *Journal of Retailing and Consumer Services*, 21(6), 917-923.
- Gerben, D., & Fischer, S. (2016). Attitudes and attitude change. *Annual Review of Psychology*, 69, 299-327.

- Ghana Statistical Service (GSS) (2010). *2010 Population and housing census district analytic report-Kwahu Traditional Area*. Ghana Statistical Service.
- Ghana Tourism Authority, (2017). *Promoting tourism, conserving nature, alleviating poverty*. Accra.
- Getz, D. (2005). "Introduction to Event Studies: Event Management, and Event Tourism",. Cognizant Communication Corporation, (2)207-212
- Gilchrist, C., & Schinke, M. (1993). Perceived consequences of risky behaviours: Adults and adolescents. *Developmental psychology*, 29(3), 549-560.
- Gorsuch, R. L. (1983). *Factor analysis*. Philadelphia: W. B. Saunders.
- Gossling, S. (2002). Human-environmental relations with tourism. *Annals of Tourism Research*, 29, 539-556.
- Gronvold, R. (1988). *Measuring affectual solidarity*. Newbury Park, CA: Sage.
- Guerrero, L. K. (1994). I'm so mad I could scream: The effects of anger expression on relational satisfaction and communication competence. *Southern Communication Journal*, 59, 125-141.
- Guerrero, L. K., & La Valley, A. G. (2006). The experience and expression of anger, guilt, and sadness in marriage: An equity theory explanation. *Journal of Social and Personal Relationships*, 25(5), 699-724.
- Guerrero, L. K., & Reiter, R. L. (1998). *Expressing emotion: Sex differences in social skills and communicative responses to anger, sadness, and jealousy*. New Jersey: Erlbaum.
- Gunn, C. A. (1994). *Tourism planning: Basics, concepts, cases* (3rd ed.). Washington, DC: Taylor and Francis.

- Gursoy, D., & D. Rutherford (2004). Host attitudes toward tourism: An improved structural model. *Annals of Tourism Research*, 31(3), 495-516.
- Gursoy, D., & Kendall, K. W. (2006). Hosting mega events: Modeling locals' support. *Annals of Tourism Research*, 33(3), 603-623.
- Gursoy, D., Chi, C. G., & Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of Sunshine Coast, Australia. *Journal of Travel Research*, 49(3), 381-394.
- Gursoy, D., Jurowski, C., Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29(1), 79-105.
- Gursoy, D., Yolal, M., Ribeiro, M. A., & Netto, P. A. (2016). Impact of trust on local residents' megaevent perceptions and their support. *Journal of Travel Research*, 1-14.
- Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29 (1), 79-105.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414-433.
- Hall, C. M. (1994). *Tourism and politics: Policy, power and place*. Chichester: Wiley.
- Hammarström, G. (2005). The construct of intergenerational solidarity in a lineage perspective: A discussion on underlying theoretical assumptions. *Journal of Aging Studies*, 19(1), 33-51.
- Hansen, C. H., & Hansen, R. D. (2005). Finding the face in the crowd: An anger superiority effect. *Journal of Personality and Social Psychology*, 54(6), 917-930.

- Hanson, W. E., Creswell, J. W., Clark, V. L. P., Petska, K. S., & Creswell, J. D. (2004). Mixed methods research designs in counseling psychology. *Journal of Counseling Psychology, 52*(2), 224-233.
- Haralambopoulos, N., & Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. *Annals of tourism Research, 23*(3), 503-526.
- Hareli, S., & Hess, U. (2012). The social signal value of emotions. *Cognition and Emotion, 26*, 385-389.
- Hareli, S., & Hess, U. (2012). The social signal value of emotions. *Cognition and Emotion, 26*, 385-389.
- Harelip, S., & Hess, S. (2010). Anger and shame as determinants of perceived competence. *International Journal of Psychology, 48*(6), 1080-1089.
- Harrill, R. (2004). Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of Planning Literature, 18*(3), 251-266.
- Harrill, R., & Potts, T. D. (2003). Tourism planning in historic districts: Attitudes toward tourism development in Charleston. *Journal of the American Planning Association, 69*(3), 233-44.
- Haywood, K. M. (1986). Can the tourist-area life cycle be made operational? *Tourism Management, 7*(3), 154-167.
- Heerdink, M. W., Van Kleef, G. A., Homan, A. C., & Fischer, A. H. (2013). On the social influence of emotions in groups: Interpersonal effects of anger and happiness on conformity versus deviance. *Journal of Personality and Social Psychology, 105*, 262-284.
- Henderson, J. C., Wayne, I. (2008). Ethnic cultures, globalization, and tourism: Eurasians in Singapore. *Tourism Culture and Communication, 13*(2),

67–77.

Henriques, R. P., & Davidson, K. (2000). *On the need of new methods to mine electrodermal activity in emotion-centered studies*. Berlin: Springer.

Henson, R. K., & Roberts, J. K. (2006). Use of exploratory factor analysis in published research: Common errors and some comment on improved practice. *Educational and Psychological Measurement*, 66, 393–416.

Henson, R. K., & Roberts, J. K. (2006). Use of exploratory factor analysis in published research: Common errors and some comment on improved practice. *Educational and Psychological Measurement*, 66(3), 393–416.

Hess, U., Blairy, S., & Kleck, R. E. (2000). The influence of facial emotion displays, gender, and ethnicity on judgments of dominance and affiliation. *Journal of Nonverbal Behavior*, 24(4), 265-283.

Hetland, A., Vittersø, J., Fagermo, K., Øvervoll, M., & Dahl, T. I. (2016). Visual excitement: Analyzing the effects of three Norwegian tourism films on emotions and behavioral intentions. *Scandinavian Journal of Hospitality and Tourism*, 16(4), 528-547.

Hetland, A., Vittersø, J., Fagermo, K., Øvervoll, M., & Dahl, T. I. (2016). Visual excitement: Analyzing the effects of three Norwegian tourism films on emotions and behavioral intentions. *Scandinavian Journal of Hospitality and Tourism*, 16(4), 528-547.

Hills, P., & Argyle, M. (2001). The oxford happiness questionnaire: A compact scale for measurement of psychological well-being. *Personality and Individual Differences*, 33, 1073–1082.

Hoffman, T. L., & Low, H. (1981). Heritage tourism and public archaeology. *The SAA Archaeological Record*, 2(2), 30-32.

- Holbrook, M., & Westwood, R. (1989). *The role of emotion in advertising revisited: Testing a typology of emotional responses*. Lexington, MA: Lexington Books.
- Holladay, P. J., & Ormsby, A. A. (2011). A comparative study of local perceptions of ecotourism and conservation at Five Blues Lake National Park, Belize. *Journal of Ecotourism, 10*, 118–134.
- Holmes, J. G. (2000). Social relationships: The nature and function of relational schemas. *European Journal of Social Psychology, 30*, 447-495.
- Homans, G. C. (1961), *Social behaviour: Its elementary forms*. Harcourt: Brace & World.
- Hosany, S. (2012). Appraisal determinants of tourist emotional responses. *Journal of Travel Research, 51*(3), 303–314.
- Hosany, S., & Gilbert, D. (2010). Measuring tourists' emotional experiences toward Hedonic Holiday Destinations. *Journal of Travel Research, 49*(4), 513–526.
- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research, 66*(6), 730-737.
- Huang, S., & Dai, G. (2010). *Tourism research in China: Themes and issues*. Hubei: Channel View Publications.
- Huawen S, J., & Goh, C. (2017). Does social identity affect residents' attitude toward tourism development? An evidence from the relaxation of the individual visit scheme. *International Journal of Contemporary Hospitality Management, 26*(6), 907–929.

- Huh, C., & Vogt, C. (2008). Changes in residents' attitudes toward tourism over time: A cohort analytical approach. *Journal of Travel Research, 46*(4), 446-455.
- Hume, H. Z., & Mort, J. C. (2010). Community Attitudes Toward Tourists: A Study of Iran. *International Journal of Hospitality and Tourism Administration, 15*, 354-375.
- Husbands, W. (1989). Social status and perception of tourism in Zambia. *Annals of Tourism Research, 16*, 237-253.
- Imbeah, N., Hodibert, V. A., & Amankwa, R. (2016). Residents' Perception of Host-Guest Interaction about Kwahu Easter Festival, *ADRRI Journal, 25*(9), 1-17.
- Inbakaran, R. J. (2006). Evaluating residents' attitudes and intentions to act towards tourism development in regional Victoria, Australia. *International Journal of Tourism Research, 8*(5), 355-366.
- Izard, C. E. (1991). *The psychology of emotions*. New York: Plenum Press.
- Izard, C. E. (1992). Basic emotions, natural kinds, emotion schemas, and a new paradigm. *Perspectives on Psychological Science, 2*(3), 260-280.
- Izard, E. E. (1977). *Human emotions*. New York: Plenum.
- Jackson, M. S., & Inbakaran, R. J. (2006). Evaluating residents' attitudes and intentions to act towards tourism development in regional Victoria, Australia. *International Journal of Tourism Research, 8*(5), 355-366.
- Jafari, J. (1990). Research and scholarship: The basis for tourism education. *Journal of Tourism Studies, 1*, 33-41.
- Jamieson, W., & Jamal, T. (1997). *Tourism planning and destination management*. Madrid: World Tourism Organization.

- Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioural intentions: Application of an extended Mehrabian-Russell model to restaurants. *Journal of Business Research*, 62(4), 451-460.
- Jiang, J. M., & Wang, R. B. (2006). Evaluation of the reliability, validity, and predictive validity of the subscales of the perceived stress scale in older adults. *Journal of Alzheimer's Disease*, 59(3), 987-996.
- Johnson, A. R., & Stewart, D. W. (2005). A reappraisal of the role of emotion in consumer behaviour: Traditional and contemporary approaches. *Review of Marketing Research*, 1(1), 3-33.
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: a research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33, 14-26.
- Jones, N., & Lee-Ross, J. (1998). *Qualitative research*. New York: McGraw-Hill.
- Kaiser, H. F. (1958). The application of electronic computers to factor analysis. *Educational and Psychological Measurement*, 20, 141-151.
- Kaiser, H. F. (1958). The varimax criterion for analytic rotation in factor analysis. *Psychometrika*, 23-38.
- Kamachi, M., Bruce, V., Mukaida, S., Gyoba, J., Yoshikawa, S., & Akamatsu, S. (2001). Dynamic properties influence the perception of facial expressions. *Perception*, 30, 875-887.
- Kelley, H. H., & Thibaut, J. W. (1978). *The social psychology of groups*. New

York: John Wiley & Sons.

Keltner, D. (1995). The signs of appeasement: Evidence for the distinct displays of embarrassment, amusement and shame. *Journal of Personality and Social Psychology*, 68, 441-454.

Kemper, T. D. (1978). *A social interactional theory of emotions*. New York: Wiley.

Kim, J. J., & Fesenmaier, D. R. (2015). Measuring emotions in real time: Implications for tourism experience design. *Journal of Travel Research*, 54(4), 419–429.

Kim, J., & Fesenmaier, D. R. (2017). Sharing tourism experiences: The post trip experience. *Journal of Travel Research*, 56(1), 28-40.

Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the services cape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28, 144–156.

Kleinginna, P. R., & Kleinginna, A. M. (1981). A categorized list of emotion definitions with suggestions for a consensual definition. *Motivation and Emotion* 5, 345–79.

Kneafsey, M. (2001). Rural cultural economy: Tourism and social relations. *Annals of Tourism Research*, 28(3), 762-783.

Knutson, B. (1996). Facial expressions of emotion influence interpersonal trait inferences. *Journal of Nonverbal Behavior*, 20(3), 165-182.

Ko, D. W., & Stewart, W. P. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism Management*, 23(5), 521-30.

- Kotler, P., Bowen, J. T., & Makens, J. C. (2010). *Marketing for hospitality and tourism*. London: Prentice Hall.
- Krech, D., & Crutchfield, R.S. (1984). *Theory and problems of social psychology*. New York: MacGraw-Hill.
- Kring, A. M., & Gordon, A. H. (1998). Sex differences in emotion: expression, experience, and physiology. *Journal of Personality and Social Psychology*, 74(3), 686-698.
- Krippendorf, J. (1999). *The holiday makers: Understanding the impact of leisure and travel*. London: Heinemann Professional Publishing.
- Krueger, R. A. (1994). *Focus groups: A practical guide for applied research* (2nd ed.). Newbury Park, CA: Sage.
- Kusadasi C. C. (2001). *Annual report*. Malaysia: Kusadas.
- Kwahu East District Assembly, (2018). *A Handbook: District Profile*, Kwahu East District Assembly.
- Kwahu South District Assembly, (2019). *A Handbook: District Profile*, Kwahu South District Assembly.
- Kwahu West Municipal Assembly, (2017). *A Handbook: District Profile*, Kwahu West Municipal Assembly.
- Kyeremanteng, N. (2000). *Brief history of Kwahu*. Retrieved from <http://kwekudee-tripdownmemorylane.blogspot.com/2013/09/kwahupeople-ghanas-hardworking-and.html?m=1>
- La Valley, A. G. (2006). The experience and expression of anger, guilt, and sadness in marriage: An equity theory explanation. *Journal of Social and Personal Relationships*, 25(5), 699-724.

- Lankford, P., & Howard, L. (1990). Rural resident tourism perceptions and attitudes by community level of tourism. *Journal of Travel Research*, 28(3), 3-9.
- Lankford, S. V., & Howard, D. R. (1994). Developing tourism impact attitude scale. *Annals of Tourism Research*, 21(1), 121–139.
- Larsen, R., & Diener, E. (1987). Affect intensity as an individual difference characteristic. *Journal of Research in Personality*, 21, 1–39.
- Lawler, E. J. (2001). An affect theory of social exchange. *American Journal of Sociology*, 107(2), 321–352.
- Lawler, E. J., & Thye, S. R. (1999). Bringing emotions into social exchange theory. *Annual Review of Sociology*, 25(1), 217–244.
- Lawson, E. T. (2002). *Bringing ritual to mind: Psychological foundations of cultural forms*. Cambridge: University Press.
- Laxson, J. (1991). How “we” see “them”: Tourism and native Americans. *Annals of Tourism Research*, 18, 365-391.
- Lazarus, R. S. (1991). Progress on a cognitive-motivational-relational theory of emotion. *American Psychologist*, 46(8), 819-834.
- Lazarus, R. S. (2001). *Relational meaning and discrete emotions*. New York: Oxford University Press.
- Lee, C. K., Lee, Y. K., & Lee, B. (2005). Korea’s destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4), 839-858.
- Lee, C. K.; Lee, S. K., Min, Y. (2016). Residents’ perceptions of casino impacts: A comparative study. *Tourism Management*, 31, 189–201.
- Lee, H. (2014). *We are not tourists. We fit in this community: Relationship between volunteer tourists and residents in Puerto Viejo, Costa Rica*.

Unpublished master's thesis, University of Manitoba, Canada.

Lee, J. (2015). Antecedents and consequences of discrete emotions in hedonic consumption situations. *Services Marketing Quarterly*, 36(3), 226-244.

Lee, J., & Kyle,. (2012). Recollection consistency of festival consumption emotions. *Journal of Travel Research*, 51, 178–190.

Lee, S. A., Shea, L. (2015). Investigating the key routes to customers' delightful moments in the hotel context. *Journal of Hospitality Marketing and Management*, 24(5), 532–53.

Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37–46.

Lee, Y. J. (2015). Creating memorable experiences in a reuse heritage site. *Annals of Tourism Research*, 55, 155-170.

Lee, Y., & Babin, B. J. (2008). Festivals capes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61, 56–64.

Lee-Ross, J. (1998). *Qualitative research*. New York: McGraw-Hill.

Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6(4), 390–407.

Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6(4), 390–407.

Levenson, R. W., Ekman, P., & Friesen, W.V. (1990). Voluntary facial action generates emotion-specific autonomic nervous system activity. *Psychophysiology*, 27(4), 363–384.

Lewis, H. B. (1971). *Shame and guilt in neurosis*. New York: International

Universities Press.

- Li, S., Scott, N., & Walters, G. (2015). Current and potential methods for measuring emotion in tourism experiences: A review. *Current Issues in Tourism, 18*(9), 805–827.
- Li, S., Walters, G., Packer, J., & Scott, N. (2017). A comparative analysis of self-report and psychophysiological measures of emotion in the context of tourism advertising. *Journal of Travel Research, 57*(8), 1078-1092.
- Lin, I. Y. (2004). Evaluating a services cape: The effect of cognition and emotion. *Hospitality Management, 23*, 163–178.
- Liu, J., & Var, T. (1987). A cross-national approach to determining resident perceptions of the impact of tourism on the environment. *Annals of Tourism Research, 14*(1), 17-37.
- Lu, J., & Nepal, S.K. (2009). Sustainable tourism research: An analysis of papers published in the journal of sustainable tourism. *Journal of Sustainable Tourism, 17*(1), 5-16.
- Lu, J., & Nepal, S.K. (2009). Sustainable tourism research: An analysis of papers published in the Journal of Sustainable Tourism. *Journal of Sustainable Tourism, 17*(1), 5-16.
- Lyons, M., Smuts, C., & Stephens, A. (2001). Participation, empowerment and sustainability: How do the links work? *Urban Studies, 38*(8), 1233–1251.
- Lyu, J., Mao, Z., & Hu, L. (2018). Cruise experience and its contribution to subjective well-being: A case of Chinese tourists. *International Journal of Tourism Research, 20*, 225–235.

- Ma, J., Gao, J., Scott, N., & Ding, P. (2013). Customer delight from theme park experience: The antecedents of delight based on cognitive appraisal theory. *Annals of Tourism Research*, 42, 359–381.
- Maddox, R. (1985). Measuring satisfaction with tourism. *Journal of Travel Research*, 23(3), 2-5.
- Maddox, R. N. (1985). Measuring satisfaction with tourism. *Journal of Travel Research*, 23(3), 2–5.
- Madrigal, R. (1995). Residents' perceptions and the role of government. *Annals of Tourism Research*, 22(1), 86-102.
- Mansfeld, Y. (1992). Group-differentiated perceptions of social impacts related to tourism development. *The Professional Geographer*, 44, 377–392.
- Marcus, G. E., & MacKuen, M. B. (1993). Anxiety, enthusiasm, and the vote: The emotional underpinnings of learning and involvement during presidential campaigns. *American Political Science Review*, 87, 672-685.
- María Martín-Martín, J., Ostos-Rey, M. S., & Salinas-Fernández, J. A. (2018). Why regulation is needed in emerging markets in the tourism sector. *American Journal of Economics and Sociology*, 78(1), 225-254.
- Markey, P. M., Funder, D. C., & Ozer, D. J. (2003). Complementarity of interpersonal behaviors in dyadic interactions. *Personality and Social Psychology Bulletin*, 29(9), 1082-1090.
- Markovsky, B., & Lawler, E. J. (1994). *A new theory of group solidarity*. Greenwich, CT: JAI.
- Markus, H. R., & Hamedani, M. G. (2007). *Sociocultural psychology: The dynamic interdependence among self-systems and social systems*. New York: Guilford.

- Marsh, N. R., & Henshall, B. D. (1987). Planning better tourism: The strategic importance of tourist-resident expectations and interactions. *Tourism Recreation Research, 12*(2), 47-54.
- Marsh, N. R., & Henshall, B. D. (1987). Planning better tourism: The strategic importance of tourist-resident expectations and interactions. *Tourism Recreation Research, 12*(2), 47-54.
- Marshall, T. C. (2005). *Emotional intimacy in romantic relationships: A comparison of European and Chinese Canadian students*. Unpublished master's thesis, University of Toronto.
- Martin, S. R., & McCool, S. F. (2008). Community attachment and attitudes toward tourism development. *Journal of Travel Research, 32*, 29–34.
- Maruyama, N. U., Keith, S. J., & Woosnam, K. M. (2019). Incorporating emotion into social exchange: considering distinct resident groups' attitudes towards ethnic neighborhood tourism in Osaka, Japan. *Journal of Sustainable Tourism, 27*(8), 1125-1141.
- Mason, P., & Cheyne, J. (2000). Residents' attitudes to proposed tourism development. *Annals of Tourism Research, 27*(2), 391-411.
- Mathieson, A. (2006). *Tourism: Change, impacts, and opportunities*. London: Pearson Education.
- Mathieson, A., & Wall, G. (2006). *Tourism: Change, impacts and opportunities*. Essex: Pearson.
- Mattila, A. S., & Enz, C. A. (2002). The role of emotions in service encounters, *Journal of Service Research, 4*(4), 268-77.
- Mattila, A. S., & Wirtz, J. (2001). Congruency of scent and music as a driver of in-store evaluation and behaviour. *Journal of Retailing, 77*(2), 273–289. Mauss,

- I. B., Levenson, R. W., McCarter, L., Wilhelm, F. H., & Gross, J. J. (2005). The tie that binds? Coherence among emotion experience, behavior, and physiology. *Emotion, 5*(2), 175-190.
- Maxcy, S. J. (2003). *Pragmatic threads in mixed methods research for multiple modes: the search for multiple modes of inquiry and the end of the philosophy of formalism*. Thousand Oaks, CA: Sage.
- Maxcy, S. J. (2003). *Pragmatic threads in mixed methods research in the social sciences: The search for multiple modes of inquiry and the end of the philosophy of formalism*. Thousand Oaks: Sage.
- Mayer, J. D., & Gaschke, Y. N. (1988). The experience and meta-experience of mood. *Journal of Personality and Social Psychology, 55*, 102-111.
- McGehee, N. G., & Andereck, K. L. (2004). Factors predicting rural residents' support of tourism. *Journal of Travel Research, 43*(2), 131-40.
- McGehee, N. G., & Santos, C. A. (2005). Social change, discourse and volunteer tourism. *Annals of Tourism Research, 32*(3), 760-779.
- McGehee, N. G., Boley, B. B., Hallo, J. C., McGee, J. A., Norman, W., Oh, C.O., & Goetcheus, C. (2013). Doing sustainability: An application of an interdisciplinary and mixed-method approach to a regional sustainable tourism project. *Journal of Sustainable Tourism, 21*(3), 355-375.
- McGehee, N.G., Boley, B. B., Hallo, J. C., McGee, J. A., Norman, W., Oh, C.O., & Goetcheus, C. (2013). Doing sustainability: An application of an interdisciplinary and mixed-method approach to a regional sustainable tourism project. *Journal of Sustainable Tourism, 21*(3), 355-375.
- McIntosh, A. (1998). Mixing methods: Putting the tourist at the forefront of tourism research. *Tourism Analysis, 3*, 121-127.

- Mearman, A. (2004). On tourism and hospitality management research: A critical realist proposal. *Tourism and Hospitality Planning and Development, 1*(2), 107–122.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT Press.
- Meyer, W.-U., Reisenzein, R., & Schutzwohl, A. (1997). *A model of processes elicited by surprising events*. Unpublished manuscript, University of Bielefeld, Germany.
- Millán, A., & Fanjul, M. L. (2016). Segmenting the business traveler based on emotions, satisfaction, and behavioral intention. *Psychology and Marketing, 33*(2), 82-93.
- Minichiello, V., Aroni, R., Timewell, E., Alexander, L. (1995). *In-depth interviewing* (2nd ed.). Sydney: Longman.
- Minichiello, V., Aroni, R., Timewell, E., Alexander, L. (1995). *In-depth interviewing* (2nd ed.). Sydney: Longman.
- Mitas, O., Nawijn, J., & Jongsma, B. (2017). *Between tourists: Tourism and happiness*. United Kingdom: Routledge.
- Morgan, D. (1988). *Focus groups as qualitative research*. London: Sage.
- Morgan, D. L. (1998). Practical strategies for combining qualitative and quantitative methods: Applications to health research. *Qualitative Health Research, 3*, 362-376.
- Morly, C., & Ablett, P. (2010). A critical social work response to wealth and income inequality. *Social Alternatives, 35*(4), 20-26.

- Moscardo, G. (2008). Community capacity building: An emerging challenge for tourism development. *Building Community Capacity for Tourism Development*, 1-15.
- Mossholder, K. W., Richardson, H. A., & Settoon, R. P. (2011). Human resource systems and helping in organizations: A relational perspective. *Academy of Management Review*, 36(1), 33-52.
- Moyle, B. D., Bec, A., & Scott, N. (2017). The next frontier in tourism emotion research. *Current Issues in Tourism*, 5, 1-7.
- Moyle, B. D., Moyle, C. L., Bec, A., & Scott, N. (2017). The next frontier in tourism emotion research. *Current Issues in Tourism*, 22(12), 1393-1399.
- Mukherjee, T., & Bhal, K. T. (2017). Understanding promotional service interactions through social exchange theory of affect. *Journal of Promotion Management*, 23(5), 689-707.
- Nash, Z. (1998). Voices from the past: Rock art and community conservation in Bop. *New Ground*, 13, 20-22.
- Nawijn, J. (2011). Happiness through vacationing: Just a temporary boost or long-term benefits? *Journal of Happiness Studies*, 12(4), 651-665.
- Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Thousand Oaks, CA: Sage.
- Nguyen, N., & Leblanc, G. (2002). Contact personnel, physical environment and the perceived corporate image of intangible services by new clients. *International Journal of Service Industry Management*, 13(3), 242-262.
- Niedenthal, P. M., & Brauer, M. (2012). Social functionality of human emotion. *Annual Review of Psychology*, 63(1), 259-285.

- Nolen-Hoeksema, S. (1987). Sex differences in unipolar depression: Evidence and theory. *Psychological Bulletin*, *101*, 259–282.
- Nunkoo, R., & Gursoy, D. (2012). Residents' support for tourism: An identity perspective. *Annals of Tourism Research*, *39*(1), 243-268.
- Nunkoo, R., & Ramkissoon, H. (2010). Gendered theory of planned behaviour and residents' support for tourism. *Current Issues in Tourism*, *13*(6), 525-540.
- Nunkoo, R., & Ramkissoon, H. (2011). Power, trust, social exchange and community support. *Annals of Tourism Research*, *39*(2), 997-1023.
- Nunkoo, R., & So, K. K. F. (2015). Residents' support for tourism: Testing alternative structural models. *Journal of Travel Research*, *55*(7), 847-861.
- Nunkoo, R., Smith, S. L., & Ramkissoon, H. (2013). Residents' attitudes to tourism: A longitudinal study of 140 articles from 1984 to 2010. *Journal of Sustainable Tourism*, *21*(1), 5-25.
- O'Shaughnessy, J., & O'Shaughnessy, N. J. (2003). *The marketing power of emotion*. Oxford: Oxford University Press.
- Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, *18*, 84–91.
- Olsen, C., & St George, D. M. M. (2004). Cross-sectional study design and data analysis. *College Entrance Examination Board*, *26*(3), 1-53.
- Olsen, C., & St George, D. M. M. (2004). Cross-sectional study design and data analysis. *College Entrance Examination Board*, *26*, 20-36.

- Ouyang, Z., Gursoy, D., & Sharma, B. (2017). Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management*, *63*, 426-438.
- Palmer, A., Koenig-Lewis, N., & Jones, L. E. M. (2013). The effects of residents' social identity and involvement on their advocacy of incoming tourism. *Tourism Management*, *38*, 142-151.
- Pansiri, J. (2005). Pragmatism: A methodological approach to researching strategic alliances in tourism. *Tourism and Hospitality Planning and Development*, *2*, 191–206.
- Pansiri, J. (2005). The influence of managers' characteristics and perceptions in strategic alliance practice. *Management Decision*, *43*(9), 120–123.
- Parkinson, B., Fischer, A. H., & Manstead, A. S. R. (2005). *Emotions in social relations: Cultural, group, and interpersonal processes*. New York: Psychology Press.
- Pearce, P. L. (2005a). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, *43*(3), 226-237.
- Pekrun, R., Schukajlow, S., & Rakoczy, K. (2017). Emotions and motivation in mathematics education: Theoretical considerations and empirical contributions. *Learning and Instruction*, *49*(3), 307-322.
- Pekrun, R., Trevors, G. J., Muis, K. R., Sinatra, G. M., & Muijselaar, M. M. (2017). Exploring the relations between epistemic beliefs, emotions, and learning from texts. *Contemporary Educational Psychology*, *48*, 116132.
- Perez, E.A. and Nadal, J.R. (2005). Host community perceptions: a cluster analysis. *Annals of Tourism Research*, *32*(4), 121-137.

- Pham, M. T. (2007). Emotion and rationality: A critical review and interpretation of empirical evidence. *Review of General Psychology, 11*, 155-178.
- Pike, K. (1967). *Language in relation to a unified theory of the structure of human behaviour*. The Hague: Mouton.
- Pizam, A. (1996). Tourism impacts: The social costs to the destination community as perceived by its residents. *Journal of Travel Research, 16*, 8-12.
- Pizam, A., & Pokela, J. (1985). The perceived impacts of casino gambling on a community. *Annals of Tourism Research, 12*(2), 147-165.
- Pizam, A., Uriely, N., & Reichel, A. (2000). The intensity of tourist-host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel. *Tourism Management, 21*, 395-406.
- Plog, S C. (1987). *Understanding psychographics in tourism research*. New York: Wiley.
- Prayag, G., Hosany, S., Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management, 2*(2), 118-127.
- Pritchards-Evans, D. (1989). How "they" see "us": Native American images of tourists. *Annals of Tourism Research, 15*, 89-105.
- Rallis, S. F., & Rossman, G. B. (2003). *Learning in the field: An introduction to qualitative research* (2nd ed.). Thousand Oaks: Sage Publications.
- Rallis, S. F., & Rossman, G. B. (2003). *Mixed methods in evaluation contexts: A pragmatic framework*. Thousand Oaks, CA: Sage.
- Richins, M. L. (1997). Measuring emotions in the consumption experience. *Journal of Consumer Research, 24*(2), 127-146.

- Ritchie, B. W., & Benckendorff, P. J. (2019). Segmenting residents based on emotional reactions to tourism performing arts development. *Journal of Travel and Tourism Marketing*, 36(8), 877-887.
- Ritchie, J. R. B. (1988). Consensus policy formulation in tourism: Measuring resident views via survey research. *Tourism Management*, 9, 199-212.
- Robinson, M. D. (2009). Episodic and semantic knowledge in emotional self-report: Evidence for two judgment processes. *Journal of Personality and Social Psychology*, 83(1), 198-215.
- Robinson, M. D., & Clore, G. L. (2002). Belief and feeling: evidence for an accessibility model of emotional self-report. *Psychological Bulletin*, 128(6), 934-955.
- Rojas, M., & Veenhoven, J. (2013). Conceptual referent for happiness: Crosscountry comparisons. *Journal of Social Research & Policy*, 1, 103–116.
- Roseman, I. J. (1984). Cognitive determinants of emotion: A structural theory. *Review of Personality and Social Psychology*, 5(1), 11–36.
- Roseman, I. J., & Smith, C. A. (2001). *Appraisal theory: Overview, assumptions, varieties, controversies*. New York: Oxford University Press.
- Roseman, I. J., Antoniou, A. A., & Jose, P. E. (1996). Appraisal determinants of emotions: Constructing a more accurate and comprehensive theory. *Cognition and Emotion*, 10(3), 241–277.
- Roseman, I. J., Spindel, M. S., & Jose, P. E. (1990). Appraisals of emotioneliciting events: Testing a theory of discrete emotions. *Journal of Personality and Social Psychology*, 59(5), 899-915.

- Ruble, D. N., Martin, C. L., & Berenbaum, S. A. (2006). *Gender development*. Hoboken: John Wiley and Sons.
- Ruscio, J., & Roche, B. (2012). Determining the number of factors to retain in an exploratory factor analysis using comparison data of known factorial structure. *Psychological Assessment, 24*(2), 282-292.
- Ruscio, J., & Roche, B. (2012). Determining the number of factors to retain in an exploratory factor analysis using comparison data of known factorial structure. *Psychological Assessment, 24*(2), 282-295.
- Russell, J. A. (1998.). On the bipolarity of positive and negative affect. *Psychological Bulletin, 125*, 1-3.
- Russell, J. A., & Barrett, L. F. (1999). Core affect, prototypical emotional episodes, and other things called emotion: dissecting the elephant. *Journal of Personality and Social Psychology, 76*(5), 805-819.
- Russell, J. A., & Mehrabian, A. (1978). Approach-avoidance and affiliation as functions of the emotion-eliciting quality of an environment. *Environment and Behavior, 10*(3), 355–387.
- Russell, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology, 38*(2), 311-320.
- San Martín, H., & del Bosque, I. A. R. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management, 29*(2), 263–277.
- Sandelowski, M. (2003). *Tables or tableaux? The challenges of writing and reading mixed methods studies*. Thousand Oaks, CA: Sage. 321–350.

- Sandelowski, M. (2003). The problem of rigor in qualitative research. *Advances in Nursing Science*, 8(3), 27-37.
- Sarantakos, S. (1998). *Social research*. London: Palgrave Macmillan.
- Sarantakos, S. (2005). *Social research* (4th ed.) London: Macmillan.
- Sato, W., & Yoshikawa, S. (2004). The dynamic aspects of emotional facial expressions. *Cognition & Emotion*, 18, 701–710.
- Scherer, K. R. (1988). *Criteria for emotion-antecedent appraisal: A review*. Dordrecht: Kluwer Academic.
- Scherer, K. R. (1992). Studying the emotion-antecedent appraisal process: An expert system approach. *Cognition and Emotion*, 7(3-4), 325-355.
- Scherer, K. R. (1993). Studying the emotion-antecedent appraisal process: An expert system approach. *Cognition and Emotion*, 7(3), 325–355.
- Scherer, K. R. (1997). The role of culture in emotion-antecedent appraisal. *Journal of Personality and Social Psychology*, 73(5), 902-22.
- Scherer, K. R., & Grandjean, D. (2008). Facial expressions allow inference of both emotions and their components. *Cognition and Emotion*, 22, 789-801.
- Scherer, K. R., & Tannenbaum, H (1986). Multimodal expression of emotion: Affect programs or componential appraisal patterns? *Emotion*, 7(1), 113–130.
- Scherer, K. R., Schorr, A., & Johnstone, T. (2001). *Appraisal processes in emotions: Theory, methods, research*. Oxford: Oxford University Press.
- Scheyvens, R. (2002) Tourism in small island states: From vulnerability to strengths. *Journal Sustainable Tourism*, 16, 491–510.
- Schmidt, J. F., & Scherer, A. M. (2000). Self-awareness, distress, and post-acute rehabilitation outcome. *Rehabilitation Psychology*, 45(3), 227-239.

- Seidlitz, L., & Diener, E. (1998). Sex differences in the recall of affective experiences. *Journal of Personality and Social Psychology*, 74(1), 262-275.
- Sereno, K. K., Welsh, M., & Braaten, D. (1987). Interpersonal conflict: Effects of variations in manner of expressing anger and justification for anger upon perceptions of appropriateness, competence, and satisfaction. *Journal of Applied Communication Research*, 15, 128-143.
- Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable Tourism*, 8(10), 1-19.
- Sharpley, R. (2014). Host perceptions of tourism: A review of the research. *Tourism Management*, 42, 37-49.
- Shaver, P. R., Collins, N., & Clark, C. L. (1987). *Attachment styles and internal working models of self and relationship partners*. New Jersey: Lawrence Erlbaum Associates, Inc.
- Shaw, G., & Williams, A. M. (1994). *Critical issues in tourism*. Oxford: Blackwell.
- Shaw, G., & Williams, A. M. (1994). *Critical issues in Tourism: A geographical perspective*. London: Blackwell Publishers.
- Sheldon, P., & Abenoja, T. (2001). Resident attitudes in a mature destination: The case of Waikiki. *Tourism Management*, 22, 435-443.
- Shen, H., Luo, J., & Zhao, A. (2017). The sustainable tourism development in Hong Kong: An analysis of Hong Kong residents' attitude towards mainland Chinese tourist. *Journal of Quality Assurance in Hospitality & Tourism*, 18(1), 45-68.

- Shen, H., Luo, J., & Zhao, A. (2017). The sustainable tourism development in Hong Kong: An analysis of Hong Kong residents' attitude towards mainland Chinese tourist. *Journal of Quality Assurance in Hospitality & Tourism, 18*(1), 45-68.
- Sierra, J. J., & McQuitty, S. (2005). Service providers and customers: Social exchange theory and service loyalty. *Journal of Services Marketing, 19*(6), 392–400.
- Simon, R. W., & Nath, L. E. (2004). Gender and emotion in the United States: Do men and women differ in self-reports of feelings and expressive behavior? *American Journal of Sociology, 109*(5), 1137-1176.
- Sirakaya, E (1997). Attitudinal compliance with ecotourism guidelines. *Annals of Tourism Research, 24*(4), 919-50.
- Sirakaya, E., Ekinci, Y., & Kaya, A. G. (2008). An examination of the validity of SUS-TAS in cross-cultures. *Journal of Travel Research, 46*(4), 414-21.
- Smith, C. A., & Ellsworth, P. C. (1985). Patterns of cognitive appraisal in emotion. *Journal of Personality and Social Psychology, 48*, 813-838.
- Smith, C. A., & Ellsworth, P. C. (1993). Patterns of cognitive appraisal in emotion. *Journal of Personality and Social Psychology, 48*, 813-838.
- Smith, E. R., & Scherer, J. (2000). Dual-process models in social and cognitive psychology: Conceptual integration and links to underlying memory systems. *Personality and Social Psychology Review, 4*, 108–131.
- Smith, L., Mahmood, M., & Uddin, M. A. (2019). Supportive Chinese supervisor, innovative international students: A social exchange theory perspective. *Asia Pacific Education Review, 20*(1), 101-115.

- Smith, R. (2001). The neural basis of one's own conscious and unconscious emotional states. *Neuroscience and Biobehavioral Reviews*, 57, 1-29.
- Smith, S. L. J. (1989). *Tourism analysis: A handbook* (2nd ed.). UK: Taylor & Francis.
- Smith, V. L. (1977). *Hosts and guests: The anthropology of tourism*. Philadelphia: University of Pennsylvania Press.
- Snepenger, D., Murphy, L., O'Connell, R., Gregg, E., (2003). Tourists and residents use of a shopping space. *Annals of Tourism Research*, 30(3), 567–580.
- Söderlund, M., & Rosengren, S. (2004). Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment. *Journal of Retailing and Consumer Services*, 14(2), 123-136.
- Sprecher, S. (2001). *The dissolution of close relationships*. Philadelphia: Brunner/Mazel.
- Stein, N., & Oatley, K. (1992). Basic emotions: Theory and management. *Cognition and Emotion*, 6(34), 161-168.
- Stevenson, N. (2016). Local festivals, social capital and sustainable destination development: Experiences in East London. *Journal of Sustainable Tourism*, 24(7), 990–1006.
- Sweeney, J. C., & Wyber, F. (2002). The role of cognitions and emotions in the music-approach-avoidance behavior relationship. *Journal of Services Marketing*, 16, 51–69.
- Tangney, J. P., & Dearing, R. L. (2002). *Shame and guilt*. New York: Guilford Press.

- Tangney, J. P., Stuewig, J., & Mashek, D. J. (2007). Moral emotions and moral behaviour. *Annual Review of Psychology*, 58, 345-372.
- Tashakkori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches*. Thousand Oaks, CA: Sage.
- Teddlie, C., & Tashakkori, A. (2003). *Major issues and controversies in the use of mixed methods in the social and behavioral sciences*. Thousand Oaks, CA: Sage.
- Teddlie, C., & Tashakkori, A. (2003). *Major issues and controversies in the use of mixed methods in the social and behavioural sciences*. Thousand Oaks: Sage Publications.
- Teye, J. K. (2012). Benefits, challenges and dynamism of positionalities associated with mixed method research in developing countries: Evidence from Ghana. *Journal of Mixed Methods Research*, 6(4), 379-391.
- Teye, V., Sirakaya, E., & Sönmez, S. F. (2002). Residents' attitudes toward tourism development. *Annals of Tourism Research*, 29(3), 668-688.
- Teye, V., Sönmez, S. F., & Sirakaya, E. (2002). Residents' attitudes toward tourism development. *Annals of Tourism Research*, 29(3), 668-688.
- The Nielsen Company (2010). *Mainland tourists tripling the Size of Hong Kong population*. Retrieved from <http://blog.nielsen.com>
- Timothy, D. J. (2000). Building community awareness of tourism in a developing country destination. *Tourism Recreation Research*, 25(2), 111-116.
- Tomljenovic, R., & Faulkner, B. (1999). Tourism and older residents in a sunbelt resort. *Annals of Tourism Research*, 27, 93-114.

- Travis, A. (1984). Social and cultural impacts of tourism. *Industry and Environment*, 7(1), 22-24.
- Tse, T. S. M. (2014). Does tourism change our lives? *Asia Pacific Journal of Tourism Research*, 19(9), 989–1008.
- Tsuda, T. (2003). Domesticating the immigrant others: Japanese media images of Nikkeijin return migrants. *Ethnology*, 42(4), 289–305.
- Turkey C. (2007). Host perceptions of impacts: A comparative tourism study. *Annals of Tourism Research*, 29(1), 231–253.
- Turner, J. (2000). *On the origins of human emotions*. Stanford, CA: Stanford University Press.
- UNESCO (1976). The effects of tourism on socio-cultural values. *Annals of Tourism Research*, 4, 74-105.
- World Tourism Organization (2018), *Tourism Highlight*. Madrid <https://www.e-unwto.org/doi/pdf>
- United Nations and World Tourism Organization (2018). *Tourism in the green economy – Background report*. Madrid: UNWTO.
- UNWTO (2018). *International Tourism highlights*. Retrieved from <https://www.e-unwto.org/doi/pdf>
- Uriely, N., Maoz, D., & Reichel, A. (2009). Israeli guests and Egyptian hosts in Sinai: A bubble of serenity. *Journal of Travel Research*, 47(4), 508–522.
- Urry, J. (2002). *The tourist gaze* (2nd ed.). London: Sage.
- Van Kleef, B. (2009). Accessibility of effective versus cognitive components of attitudes. *European Journal of Social Psychology*, 28(1), 23-35.

- Van Kleef, G. A., & van den Berg, H. (2011). The persuasive power of emotions: Effects of emotional expressions on attitude formation and change. *Journal of Applied Psychology, 100*(4), 11-24.
- Van Kleef, G. A., De Dreu, C. K., & Manstead, A. S. (2010). *An interpersonal approach to emotion in social decision making: The emotions as social information model*. London: Academic Press.
- Van Kleef, G. A., Van Doorn, E. A., Heerdink, M. W., & Koning, L. F. (2011). Emotion is for influence. *European Review of Social Psychology, 22*(1), 114-163.
- Var, T., Beck, R. A. D., & Loftus, P. (1977). Determination of touristic attractiveness of the touristic areas in British Columbia. *Journal of Travel Research, 15*(3), 23–29.
- Vargas-Sánchez, A., Porrás-Bueno, N., & de los Ángeles Plaza-Mejía, M. (2014). Residents' attitude to tourism and seasonality. *Journal of Travel Research, 53*(5), 581-596.
- Vargas-Sánchez, A., Porrás-Bueno, N., & de los Ángeles Plaza-Mejía, M. (2014). Residents' attitude to tourism and seasonality. *Journal of Travel Research, 53*(5), 581-596.
- Walentowska, H. (2009). Emotions of guilt and shame: Towards historical and intercultural perspectives on cultural psychology. *Culture & Psychology, 15*(3), 363-371.
- Walentowska, R. (2004). Emotions across cultures and methods. *Journal of Cross-Cultural Psychology, 35*(3), 304-326.
- Walentowska, W. (2011). Attention modulates emotional expression processing. *Psychophysiology, 48*, 1047–1056.

- Wallace, R. A., & Wolf, A. (2006). *Contemporary sociological theory: Expanding the classical tradition* (6th ed.). New Jersey: Pearson.
- Walle, A. H. (1997). Quantitative versus qualitative tourism research. *Annals of Tourism Research*, 24(3), 524–536.
- Walle, A.H. (1997). Quantitative versus qualitative tourism research. *Annals of Tourism Research*, 24(3), 524-536.
- Walters, G., & Sparks, B. (2012). The effectiveness of print advertising stimuli in evoking elaborate consumption visions for potential travelers. *Journal of Travel Research*, 46(1), 24-34.
- Walters, G., Packer, J., & Scott, N. (2017). A comparative analysis of self-report and psychophysiological measures of emotion in the context of tourism advertising. *Journal of Travel Research*, 57(8), 1078-1092.
- Wang, S., & Xu, H. (2015). Influence of place-based senses of distinctiveness, continuity, self-esteem and self-efficacy on residents' attitudes toward tourism. *Tourism Management*, 47, 241-250.
- Wang, Y. (2008). Residents' attitudes toward tourism and perceived personal benefits in a rural community. *Journal of Travel Research*, 47(1), 84-93.
- Wang, Y., & Pfister, R. E. (2008). Residents' attitudes toward tourism and perceived personal benefits in a rural community. *Journal of Travel Research*, 47(1), 84–93.
- Ward, A. E., & Berno, M. (2011). Fear versus fascination: An explanation of emotional responses to natural threats. *Journal of Environmental Psychology*, 25, 261-272.

- Watson, D., & Tellegen, A. (1985). Toward a consensual structure of mood. *Psychological Bulletin*, 98(2), 219–235.
- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: The PANAS scales. *Journal of Personality and Social Psychology*, 54(6), 1054-1063.
- Watson, D., Clark, L. A., & Tellegen, S. (1997). Measurement and mismeasurement of mood: Recurrent and emergent issues. *Journal of Personality Assessment*, 68(2), 267-296.
- Watson, L., & Spence, M. T. (2007). Causes and consequences of emotions on consumer behaviour: A review and integrative cognitive appraisal theory. *European Journal of Marketing*, 41(6), 487–511.
- Wearing, S., & Wearing, B. (2001). Conceptualizing the selves of tourism. *Leisure Studies*, 20, 143-159.
- Wearing, S., & Wearing, B. (2001). Conceptualizing the selves of tourism. *Leisure Studies*, 20, 143-159.
- Wearing, S., Stevenson, D., Young, T. (2010). *Tourist cultures: Identity, place and the traveler*. Thousand Oaks, CA: Sage.
- Weaver, D. B., & Lawton, L. J. (2001). Resident perceptions in the urban-rural fringe. *Annals of Tourism Research*, 28(2), 439-458.
- Weaver, R. R. (2001). Undergraduate students' perceptions and behaviors related to the aged and to aging processes. *Educational Gerontology*, 35(4), 342-357.
- Weiner, B. (1986). *Judgments of responsibility: A foundation for a theory of social conduct*. New York: Guilford Press.

- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research, 18*, 84–91.
- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research, 18*, 84–91.
- Wickens, E. (2002). The sacred and the profane: A tourist typology. *Annals of Tourism Research, 29*(3), 834–851.
- Woosnam, K. M. (2008). *Identifying with tourists: Examining the emotional solidarity residents of Beaufort County, South Carolina have with tourists in their community*. Retrieved from <https://www.semanticscholar.org/paper>
- Woosnam, K. M. (2009). Comparing residents and tourist's emotional solidarity with one another an extension of Durkheim's model. *Journal of Travel Research, 50*(6), 615-626.
- Woosnam, K. M. (2011). Testing a model of Durkheim's theory of emotional solidarity among residents of a tourism community. *Journal of Travel Research, 50*(5), 546-558.
- Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism development. *Journal of Travel Research, 51*, 315-327.
- Woosnam, K. M. (2017). Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries. *Tourism Management, 61*, 523-537.

- Woosnam, K. M., & Aleshinloye, K. D. (2012). Can tourists experience emotional solidarity with residents? Testing Durkheim's model from a new perspective. *Journal of Travel Research*, 52(4), 494-505.
- Woosnam, K. M., & Aleshinloye, K. D. (2012). Solidarity at the Osun Osogbo Sacred Grove: A UNESCO world heritage site. *Tourism Planning & Development*, 13(3), 274-291.
- Woosnam, K. M., & Aleshinloye, K. D. (2013). Can tourists experience emotional solidarity with residents? Testing Durkheim's model from a new perspective. *Journal of Travel Research*, 52(4), 494-505.
- Woosnam, K. M., & Aleshinloye, K. D. (2015). Residents' emotional solidarity with tourists: Explaining perceived impacts of a cultural heritage festival. *Journal of Hospitality and Tourism Research*, 42(4), 587-605.
- Woosnam, K. M., Erul, E., & Ribeiro, M. A. (2009). Heterogeneous community perspectives of emotional solidarity with tourists: Considering Antalya, Turkey. *International Journal of Tourism Research*, 19(6), 639-647.
- Woosnam, K. M., Maruyama, N. U., & Boley, B. B. (2016). Perceptions of the other residents: Implications for attitudes of tourism development focused on the minority ethnic group. *Journal of Travel & Tourism Marketing*, 33(5), 567-580.
- Woosnam, K. M., Norman, W. C. (2010). Measuring residents' emotional solidarity with tourists: Scale development of Durkheim's theoretical constructs. *Journal of Travel Research*, 49(3), 365-380.
- Woosnam, K. M., Norman, W., & Ying, T. (2010). Exploring the theoretical framework of emotional solidarity between residents and tourists. *Journal of Travel Research*, 48(2), 245-258.

- World Bank (2013). *Tourism in Africa: Harnessing tourism for growth and improved livelihood*. Retrieved from <https://www.worldbank.org/content>
- World Tourism and Travel Council [WTTC], (2018). *Tourism review*. Retrieved from <https://www.tourism-review.com>
- World Tourism and Travel Council [WTTC], (2019). *Travel and tourism: Economic impact 2019 Nepal*. London, United Kingdom: World Travel and Tourism Council (WTTC).
- World Trade Center [WTC], (2018). *Tourism and development in developing economies: A policy implication perspective*. London, United Kingdom: World Trade Center (WTC).
- Wu, M. Y., & Pearce, P. L. (2013). Tourists to Lhasa, Tibet: How local youth classify, understand and respond to different types of travellers. *Asia Pacific Journal of Tourism Research*, 18(6), 549-572.
- Yalch, R., & Spangenberg, E. (2000). The effects of music in a retail setting on real and perceived shopping times. *Journal of Business Research*, 49(2), 139–147.
- Yalch, R.F., & Spangenberg, E. R. (2000). The effects of music in a retail setting on real and perceived shopping times. *Journal of Business Research*, 49(2), 139-147.
- Yamane, Taro (1973). *Statistics: an introductory analysis*. New York: Harper & Row.
- Yeung, S., & Leung, C. (2007). Perception and attitude of Hong Kong hotel guest-contact employees towards tourists from Mainland China. *International Journal of Tourism Research*, 9(6), 395-407.

- Yin, R. K. (2013). *Case study research: design and methods* (5th ed.). Sage: Thousand Oaks.
- Yong, A. G., & Pearce, S. (2013). A beginner's guide to factor analysis: Focusing on exploratory factor analysis. *Tutorials in Quantitative Methods for Psychology*, 9(2), 79-94.
- Young, T. A. C. J., & Cossens, J. (1998). A comparison of residents' attitudes towards tourism in 10 New Zealand destinations. *Tourism Management*, 19(3), 247-256.
- Yüksel, A. (2007). Tourist shopping habitat: Effects on emotions, shopping value and behaviours. *Tourism Management*, 28(1), 58-69.
- Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American Psychologist*, 35(2), 151-160.
- Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction: A review and new findings on behavioural responses to regret and disappointment in failed services. *Journal of Business Research*, 57, 445-455.
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223.
- Zhang, J., Inbakaran, R. J., & Jackson, M. S. (2006). Understanding community attitudes towards tourism and host-guest interaction in the urban-rural border region. *Tourism Geographies*, 8(2), 182-204.
- Zheng, D., Liang, Z., & Ritchie, B. W. (2019). Residents' social dilemma in sustainable heritage tourism: the role of social emotion, efficacy beliefs and temporal concerns. *Journal of Sustainable Tourism*, 1-23.

Ziakas, V., & Boukas, N. (2013). Extracting meanings of event tourist experiences: A phenomenological exploration of Limassol carnival. *Journal of Destination Marketing and Management*, 2(2), 94–107.

Ziakas, V., & Boukas, N. (2013). Extracting meanings of event tourist experiences: A phenomenological exploration of Limassol carnival. *Journal of Destination Marketing and Management*, 2(2), 94–107.

Zwick, W. R., & Velicer, W. F. (1986). Factors influencing five rules for determining the number of components to retain. *Psychological Bulletin*, 99, 432–442.

Zwick, W. R., & Velicer, W. F. (1982). Factors influencing four rules for determining the number of components to retain. *Multivariate Behavioral Research*, 17, 253-269.

APPENDIX A: RESIDENTS' UNDERSTANDING OF TOURISTS

UNIVERSITY OF CAPE COAST

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

Project topic: Residents' Emotional Attitude and Response Toward

Tourists in Kwahu Traditional Area, Ghana

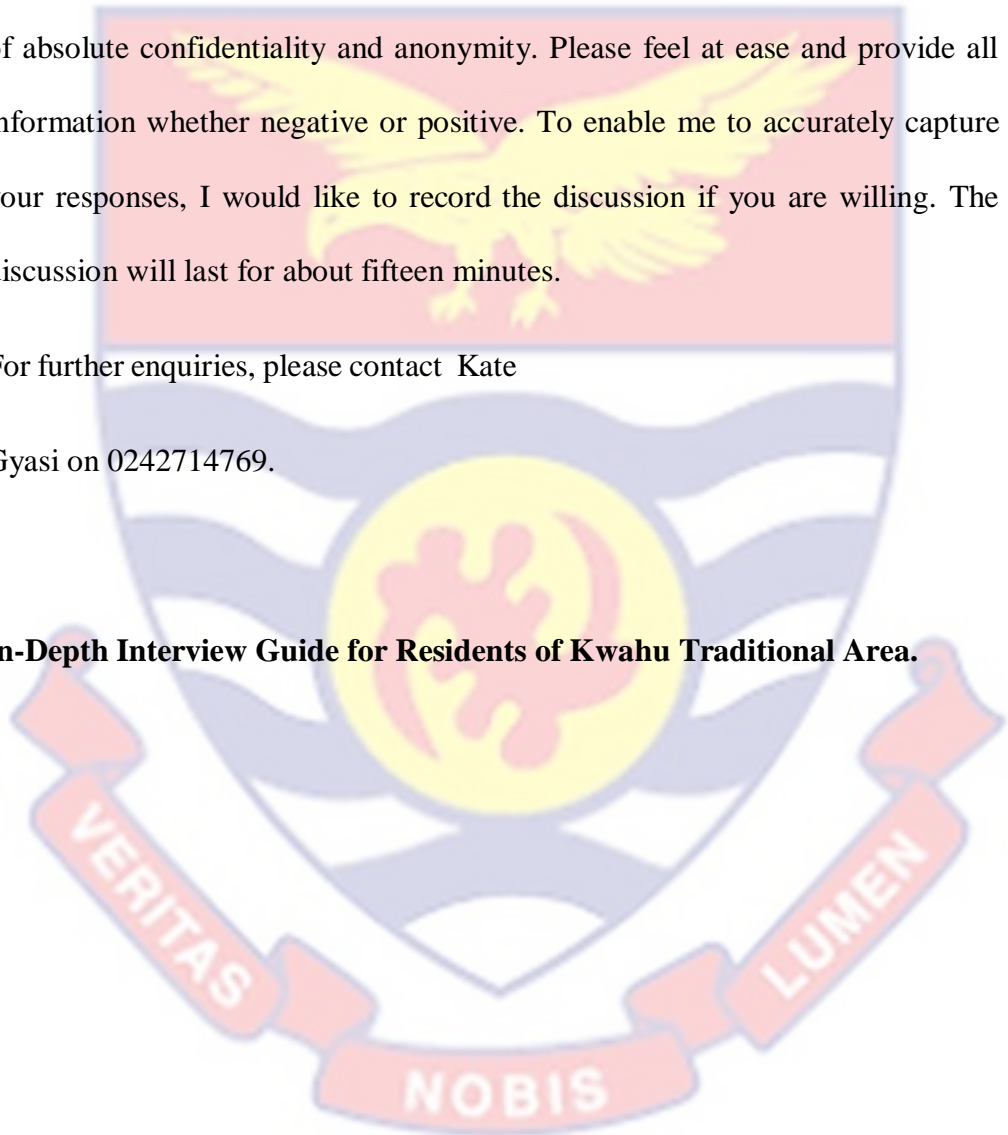
Introduction

Dear respondent, this information is being solicited in connection with a postgraduate degree study on residents' emotional attitude towards tourist. The study is based on selected sample, so your participation is critical and highly appreciated. This research is used for academic purposes only. You are assured of absolute confidentiality and anonymity. Please feel at ease and provide all information whether negative or positive. To enable me to accurately capture your responses, I would like to record the discussion if you are willing. The discussion will last for about fifteen minutes.

For further enquiries, please contact Kate

Gyasi on 0242714769.

In-Depth Interview Guide for Residents of Kwahu Traditional Area.



Proof of Residency

1. Are you a resident in Kahu?

- Probe for residency; How long have you stayed in Kwahu?

2. Residents' Perception of a Tourists who visit (s) Kwahu

a) Probe for details about who are tourists?

-The frequency of tourists 'visit; , since when were you aware of tourists visiting your communities?

-Countries of origin: where do they come from?

- What do you know about them?

-what comes to your mind when you see a tourist?

-what meanings, names and symbols do you associate with tourists?

b) Purpose of tourists: Why do you think tourists choose to visit your community?

-probe for more details

c) How do you classify tourists?

- Can you differentiate between local tourists and international tourists?

- is there any differences in dealing with local and international tourists (Abrofo)? How do you interact with them?

- *Probe for details about the differences in terms of attitude and behaviour.*

APPENDIX B: Residents Emotional State towards Tourists



d) *How do you feel (I mean your emotions) when you meet tourists or when you see tourists in your community?Can you list your emotional feelings during our interaction with tourists.*

Probe for more emotional sentiment.

Have any tourists provoked you before? If yes how did you expressed your anger?

Have you ever become happy when you saw tourists?

e) *How did you expressed your happiness.*

Do you feel comfortable or not comfortable when tourists visit your community?

f) *How do you rank your emotional feelings or sentiment when you see tourists in your community; Positive or Negative*

Please share any other information you think is relevant.

Socio demographic characteristics

1. Sex:	i. Male	[]	ii. Female	[]
2.	Age:			

Place of Residence: i. Nkawkaw [] ii Mpraeso [] iii Obomeng [] iv Abetifi []	
Years living in the community: i 0-5 [] ii 6 – 10 [] iii [11-15] iv 16-20 [] 20 and above []	
3.	Occupation.
4. Marital Status: i. Single [] ii. Married [] iii. Widowed [] iv. Divorced []	
5. Highest Education Attained: i. No Formal Education [] ii. Primary [] iii. JHS [] iv. Secondary/Vocational/Technical [] v. Tertiary [] vi. Others.....	
6. Religion: i. Christianity [] ii. Islam [] iii. Traditional [] iv. None []	
7. Family size.....	No of: Males: Females:
8. Average monthly income (GH¢): i. less than 100[] ii. 150 – 300[] iii. ¢ 350 –500[] iv. 550-650 [] v. 700-850[] vi. Above 1000[]	



APPENDIX B: RESIDENTS’ EMOTIONAL STATE

**Interview schedule (Questionnaire) for Survey Project topic:
Residents’ Emotional Attitudes and Behaviour toward Tourists in Kwahu
Traditional Area.**

Dear respondent, thank you for agreeing to takes part in this survey. This is in connection with a postgraduate degree study being undertaken in the Department of Hospitality and Tourism Management of University of Cape Coast. This research is part of the academic requirements. Your participation is highly appreciated and you are assured of absolute confidentiality and anonymity.

Thank you. Kate Gyasi (0242714769).

These questions seek to analyse residents’ emotional states toward tourists. Please indicate to what extent you have experienced the following emotions during your interactions with tourists. (Please tick only one).

Emotional Experience	Not at all 1	Very little 2	Moderate 3	Strong 4	Very Strong 5
I felt happy					
I felt angry					
I felt satisfied					
I feel honoured					
I feel annoyed					

I feel sad					
I felt disappointed					
I was afraid					
I felt worried					
I felt cheerful					
I felt joy					
I felt inspired					
I felt unsatisfied					
I felt surprised					
I felt a sense of Pleasure					

2. How did you feel emotionally when tourists visited your community especially during Kwahu Easter festival?

.....

APPENDIX C

LEVEL OF RESIDENTS’ EMOTIONAL CONNECTEDNESS WITH TOURISTS

These questions seek to examine the level of residents' emotional connectedness with tourists. Please indicate the extent of your agreement with each of the following statements on 1-5 scale; 1= Strongly agree, 2= Agree. 3

= Neither agree nor Disagree, 4 = Disagree, 5=Strongly Disagree

Emotional Solidarity Scale item	SA	A	NA/A	D	SD
Welcoming nature					
I am proud to have tourists in my community					
I appreciate tourists for the contribution they make to the local economy					
I feel the community benefits from having tourists.					
I treat tourists fairly					
Emotional closeness					
I feel close to some tourists I have met in community					
I have made friends with some tourists in my community					
Sympathetic understanding					
I have a lot in common with tourists who visit my community					
I feel affection toward tourists					
I identify with tourists in my community					

I understand tourists who visit my community					
--	--	--	--	--	--

2. How often do you interact with tourists who visit your community

- i Never ii Rarely iii Occasionally iv Often

3. Please indicate your level of emotional connectedness to tourists who visit your community.)

- i Low ii High iii Medium

**APPENDIX D:
Determinants (Factors) of Residents’ Emotional Attitude**

These questions seek to assess the factors influencing residents’ emotional attitude towards tourists. Please indicate the extent of your agreement with each of the following statements with regards to 1-5 scale

1= Strongly Agree, 2= Agree, 3 = Neither Agree Nor Disagree, 4 = Disagree, 5=Strongly Disagree (Please tick only one).

Commonalities between residents and tourists	SA	A	NAD	D	SD
<i>Shared belief (beliefs you share with tourists)</i>					
I share with tourists the belief that KSD is unique place to explore hallmark event and wonderful eco-sites					

I share with tourists the belief that, there is a wide variety entertainment choices during KEF.					
I share with tourists the belief of high cost of living during Kwahu Easter festivities.					
Shared Behaviour (<i>how often you participate in the following activities with tourists</i>)					
Visiting natural sites together					
Meeting at restaurant/chop bar					
Meeting at stream jam					
I am proud to have tourists in my community					
Perceive Impacts; Tourism industry in the area lead to:					
Economic Benefits					
Increase local trade and businesses					
Increases the extent of markets for local products and services					
Increase personal income of the local residents					
Increase investment					
Economic Cost					
Increase in cost of living					
Shortage of labourers for farming activities					

Increased the inequality of economic gain among residents					
Socio-Cultural Benefits					
Diversification of recreational and entertainment opportunities					
Provision of entertainment opportunities for residents					
Improvement in the image of the community					
Socio-Cultural Cost					
Attraction of prostitutes to the area					
It encourages the imitation of tourist behaviour and lifestyle in my community					
Disruption of traditional practices					
Foster pride among among local residents					
Tourism causes traffic congestion in my community					
Increase in crime rate					
Emotional attachment to community					

I love my community.					
I have had frequent participation in community affairs in the past year.					
I am proud of my community					
I am very attached to this event					
Economic dependence on tourism					
My job is closely related to the tourism industry					
My household income is closely tied to the tourism industry					

Evaluation of Tourism Impact

1. Does the benefits of tourism exceed its costs for the people living in your community?
 - i. Yes []
 - ii No []
2. Does tourism development in the area produces more negative than positive impacts in my community?
 - Yes []
 - ii No []

APPENDIX D: Exploratory Factor Analysis (EFA)

APPENDIX D 1: Unrotated factor analysis / correlations

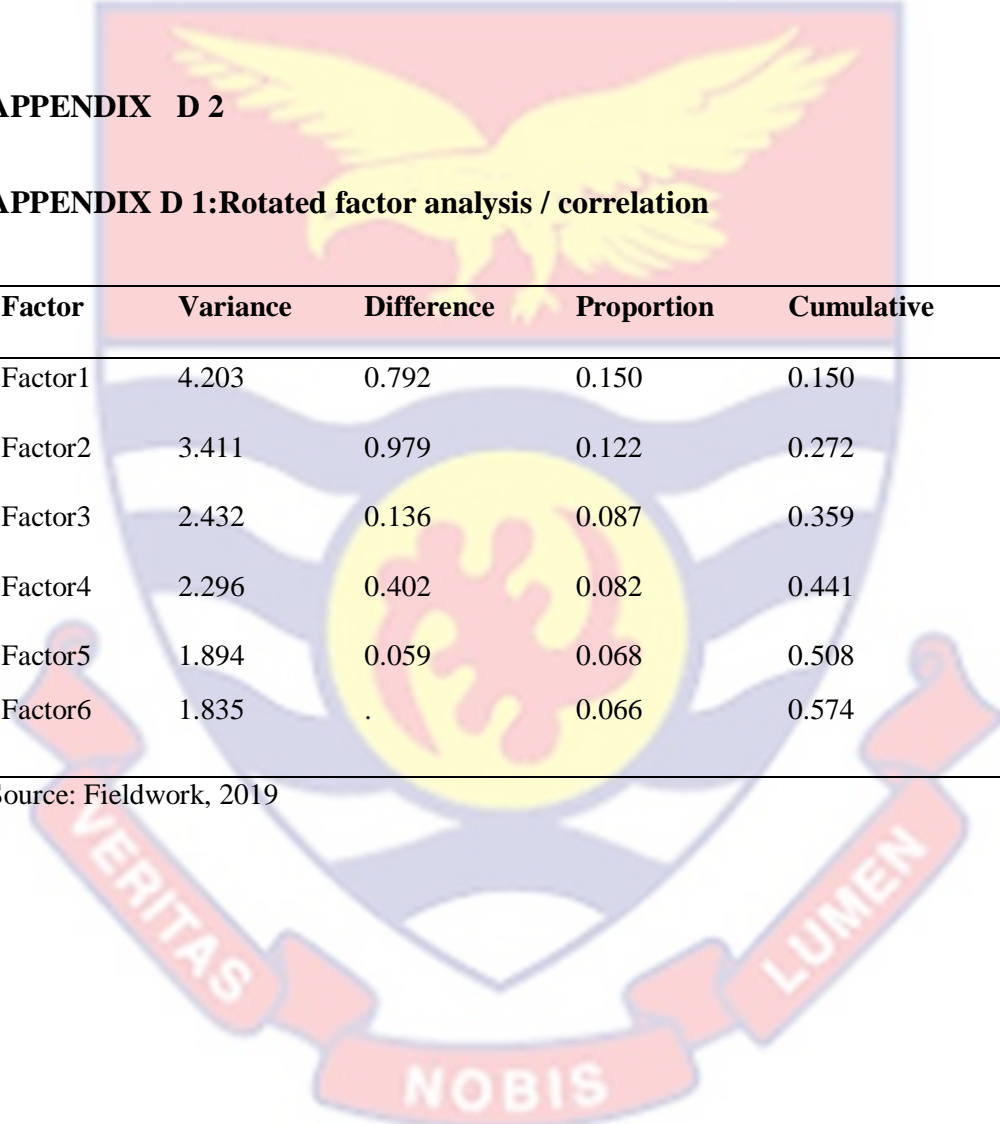
Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	6.775	2.988	0.234	0.234
Factor2	3.787	1.703	0.131	0.364
Factor3	2.084	0.566	0.072	0.436
Factor4	1.518	0.155	0.052	0.488
Factor5	1.363	0.247	0.047	0.535

Factor6	1.116	0.127	0.039	0.574
Factor7	0.989	0.060	0.034	0.608
Factor8	0.928	0.114	0.032	0.640
Factor9	0.814	0.028	0.028	0.668
Factor10	0.786	0.013	0.027	0.695
Factor11	0.773	0.091	0.027	0.722
Factor12	0.682	0.035	0.024	0.745
Factor13	0.647	0.032	0.022	0.768
Factor14	0.615	0.011	0.021	0.789
Factor15	0.603	0.049	0.021	0.810
Factor16	0.554	0.006	0.019	0.829
Factor17	0.548	0.039	0.019	0.848
Factor18	0.509	0.046	0.018	0.865
Factor19	0.462	0.005	0.016	0.881
Factor20	0.457	0.025	0.016	0.897
Factor21	0.432	0.029	0.015	0.912
Factor22	0.403	0.025	0.014	0.926
Factor23	0.378	0.005	0.013	0.939
Factor24	0.373	0.038	0.013	0.952
Factor25	0.336	0.015	0.012	0.963
Factor26	0.321	0.033	0.011	0.974
Factor27	0.288	0.027	0.010	0.984
Factor28	0.260	0.060	0.009	0.993
Factor29	0.200	.	0.007	1.000

Source: Fieldwork, (2019)

APPENDIX D 2

APPENDIX D 1: Rotated factor analysis / correlation



Factor	Variance	Difference	Proportion	Cumulative
Factor1	4.203	0.792	0.150	0.150
Factor2	3.411	0.979	0.122	0.272
Factor3	2.432	0.136	0.087	0.359
Factor4	2.296	0.402	0.082	0.441
Factor5	1.894	0.059	0.068	0.508
Factor6	1.835	.	0.066	0.574

Source: Fieldwork, 2019



APPENDIX E

**RESIDENTS' EMOTIONAL RESPONSE IN SUPPORT OF TOURISM
INDUSTRY IN KWAHU**

Focus Group Discussion Guide for Residents of Kwahu

Project topic: Residents’ Emotional Attitude and Behaviour toward Tourists in Kwahu

Dear respondent, this information is being solicited in connection with a postgraduate degree study on residents’ Emotional Attitudes and Behaviour toward Tourists. This section seeks to explore residents’ behavioural emotional response in support of tourism industry in the area Your participation is highly appreciated, and you are assured of absolute confidentiality and anonymity. Please feel at ease and provide all information whether negative or positive. To enable me to accurately capture your responses, I would like to record the discussion if you are willing. The discussion will last for about thirty minutes.

Thank you. Kate Gyasi (0242714769).

Meeting Data	Participant Data
Date.....	Number of Participants.....
Start Time..... End.....	Number of Males/Females.....
Location.....	

Proof of Residency

1. Were you born in Kwahu?

-Probe for citizenship; How long have you stayed in Kwahu?

2. Residents' Perceived Impacts of tourism industry in Kwahu Traditional Area.

-How do you see the growth of tourism industry in your community? Probe for more details (Fast or slow)

-What benefits do your community derive from tourism? *Probe for more details*

-What adverse effects does tourism have on your community? *Probe for*

- Do you think Ghana Tourist Authority should be encouraged to do further tourism development in the community? *Probe for more details*

-Why will you recommend your community to be visited by tourists for recreational activities? *Probe for details*

3. Residents Emotional Response

Probe for details about how residents relates emotionally to tourists who visit their community?

-have you ever interacted with tourist(s) in your community before?

-How did you feel when you first met tourists? *Probe for emotional response such as love, like, dislike, avoid etc.*

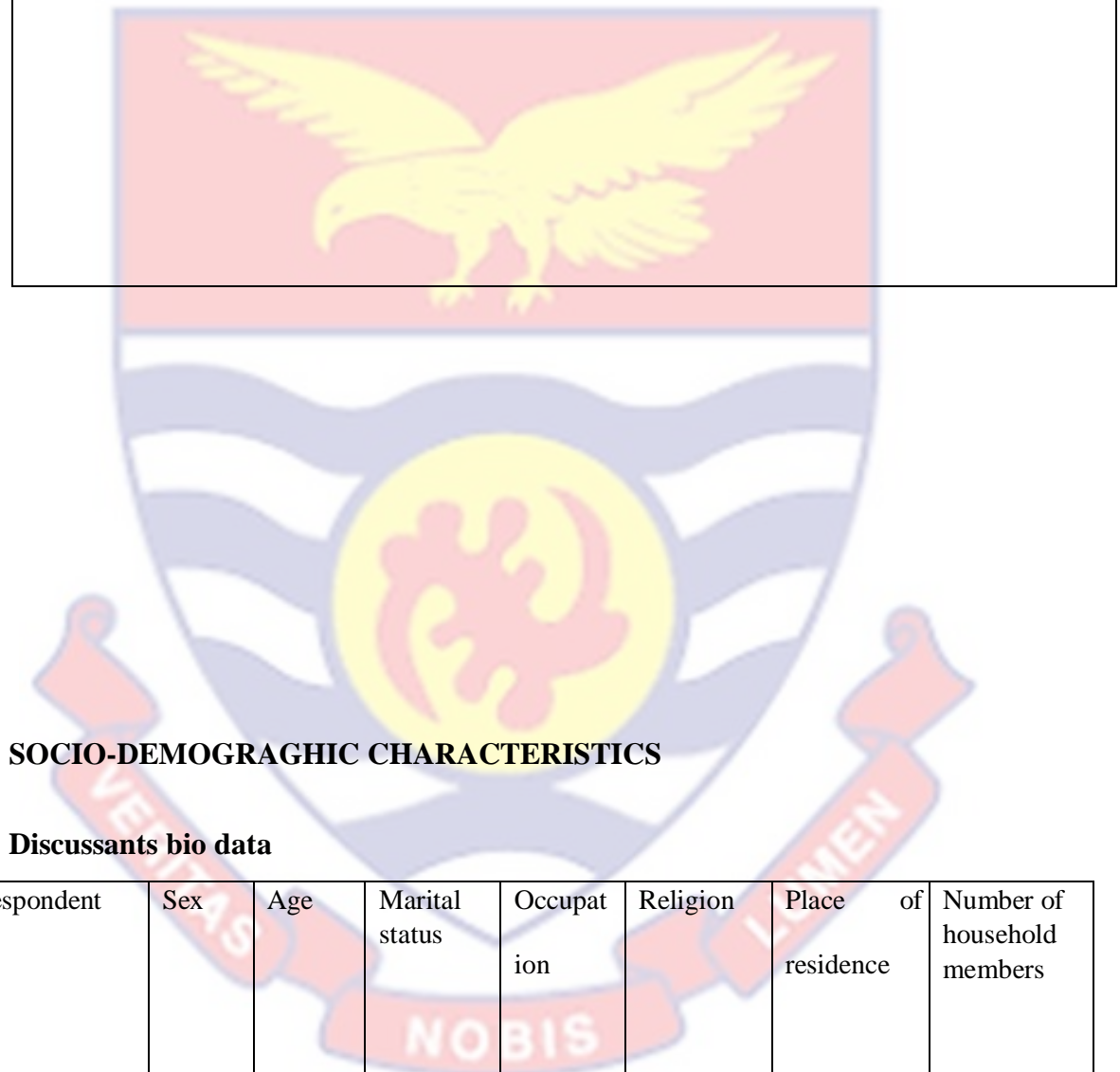
- Do you wish tourists frequently visit your community? *Probe for reasons*

- Do you wish they could stay longer? *Probe for reasons*

- Do you like the behaviour of tourists who visit your community especially during Kwahu Easter Festival? Probe for more details.

- Do you feel comfortable staying with tourists in your community?

- - Do you support tourism development in my community? *Probe for more details*



SOCIO-DEMOGRAPHIC CHARACTERISTICS

Discussants bio data

Respondent	Sex	Age	Marital status	Occupation	Religion	Place of residence	Number of household members
Respondent 1							
Respondent 2							
Respondent 3							
Respondent 4							

Respondent 5							
Respondent 6							
Respondent 7							
Respondent 8							

